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ABSTRACT

Containing quantitative analyses of 49 reading, literature, and social studies series, this resource guide is intended for use by parents and educators who are concerned with sex, race, and career role bias in elementary school textbooks. The eight chapters of the guide include the following: charts of major character role and career role assignments drawn from an examination of books from 26 publishers; documented evidence of continuing sexism and racism in textbooks despite the industry's pledges to eliminate bias from its products; a textbook analysis kit for parents and educators who wish to evaluate books; a discussion of the potential conflict of interest inherent in the industry practice of textbook evaluation by in-house or hired consultants; a recommendation that all textbook series be evaluated by outside, independent professionals; and a summons for nationwide sanctions to compel publishers to honor their own guidelines. Three appendixes contain a list of the textbook series analyzed, selected references, and organizations concerned with sexism and racism. (FL)

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A Consumer's Guide To Sex, Race and Career Bias In Public School Textbooks

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A Consumer's Guide
To Sex, Race and Career Bias
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Sex bias or sexism and race bias or racism spring from a common source: prejudice. Sexism and racism are the collection of attitudes, beliefs, and behaviors based on the assumption that one sex or race is superior. It is the antithesis of equalitarianism or the belief that all of us are born equally worthy humans.

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ACKNOWLEDGMENTS

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To the many educators and parents who have encouraged us to publish our research in book form;

To the Oregon Women's Political Caucus for advice and moral support when textbook companies attacked our research rather than changed their products;

To the research assistants who helped analyze the series;

To our close friends and families who have understood when the task was all absorbing;

To Velda Brust, who typed from rough copy late into many nights;

To our co-workers in this publishing venture, Atlund Press, and

To Esther Thornton Britton, who helped validate many statistics.

Introduction

In the summer of 1972 a book entitled *Dick and Jane as Victims* focused our attention on the damage being done American children by seemingly innocuous elementary school readers. Written by a group called Women on Words and Images, the book analyzed 2,760 stories (from 14 publishers) in use in the State of New Jersey. The group's indictment of public school texts was overwhelming:

> Dependency and Pseudo-dependency. Passivity. Incompetence. Fearfulness. People who have these traits -- people who are docile, fearful, dependent -- cannot conceive of themselves becoming responsible for their own lives or taking the active role in a situation. They are denied the dignity of solving their own problems. They see themselves as the Other, one who supports those who act or one who provides the background against which the action takes place. Their goals are painfully limited. If they do act, it is usually stupidly. Naturally, they have mishaps Inevitably, they run away from the frightening, punishing, overwhelming outside world and focus on the friendly, familiar terrain of the home. Naturally they are victims and targets for ridicule. Could anyone seriously hold up such narrow, unenviable, life-denying traits for our children to model themselves on? The answer is yes and no. No, if you're referring to boys. Yes, if you're speaking of girls. [1]

If this were true, it seemed to us that girls might be better off if they never learned to read.

Thus challenged, we began the painstaking research presented here. To analyze the textbooks used in public schools, series by series, we field tested and revised our procedures five times. In the course of analyzing sexism in tests, we became aware of two additional prejudices: 1) there is such a thing as racist sexism and 2) racism itself is rampant in the reading material used in American classrooms. Our findings more than confirmed the charges brought by the Women on Words and Images. In story after story, the sexist stereotypes appeared with mind-numbing regularity. Certain ethnic minority groups were conspicuous by their absence. Others were shown in stereotypic roles.

As the evidence accumulated, we published articles and made presentations to school boards, national organizations, and women's groups. Despite similar strenuous efforts in several states such as California, Michigan, Oregon and Texas, textbook commissions and publishers have remained beyond reach. Arguing that they are protected by the First Amendment to the U. S. Constitution, publishers succeeded in getting textbooks exempted from the Educational Amendments Act of 1972 Provisions aimed at eliminating discrimination in federally funded educational programs.

Publishers thus cannot be enjoined from printing biased texts. Though some states require proof that texts are sex-fair and race-fair before adoption by state textbook commissions, even these laws remain unenforced. Alarmed by strong criticisms from teachers, parents, and civil rights groups, major textbook companies brought out guidelines for their editors and authors between 1972 and 1975 which promised reform through equal treatment of the sexes and fair treatment of minorities. Contrary to the guidelines, textbooks subsequently published by these industry leaders as revised series and new series show no substantive change. Their response to new criticisms has been to refuse to make immediate content changes on the grounds that editorial and publishing costs are prohibitive.

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[1] Women on Words and Images, *Dick and Jane as Victims: Sex Stereotyping in Children's Readers* (Princeton, New Jersey. Women on Words and Images, 1972), p. 16.

Meanwhile, still another generation of children goes through our public school system learning that some persons are more valued by our society than others: undeniably, the Anglo-Saxon males.

Further delay is unconscionable. All children deserve to see themselves portrayed as fully functioning human beings. If it takes the specter of a textbook boycott to convince publishers to purge sexism and racism from their products, let the boycott begin. No child's life and aspirations should be limited by the subliminal bias that pervades our public school textbooks.

Chapter 1

For Sale: Subliminal Bias

As early as 1946, in the study, "Children's Textbooks and Personality Development," Irvin Child [2] noted:

> There can be no excuse for this greater attention to males in the claim that males have achieved more in society and hence that there is more to write about them. These stories are, with few exceptions, not about individuals of outstanding achievement but simply about the life of everyday people. The implication of this difference for a girl is that being female is a pretty bad thing, that the only people even in everyday life who are worth writing about or reading about are boys and men. If the content of these readers is typical of other social influences, small wonder that girls might develop for this reason alone an inferiority complex about their sex.

Other warnings came from Simone De Beauvoir in ***The Second Sex,*** published in the United States in 1953, [3] and Marjorie U'Ren's early assessment in her 1971 paper "The Image of Women in Textbooks." [4]

The point made by *Dick and Jane as Victims* was repeated by Karen De Crow, past president of the National Organization of Women and a former textbook editor:

> In case the image of women has not been totally instilled in a little girl before she is five years old, by television and by her parents and friends, school finishes the job. Teachers are individuals, and school curricula vary from locale to locale, so it can be argued that there is no uniform content. However, one crucial item in the educative process is standard: the textbook.
>
> . . . There are about 15 major textbook companies which control about 90 per cent of the textbook market. They watch each other very closely and produce very similar products. And they have the image of woman as helpmate, as mother, as observer of male activities, included in every book. School attendance is compulsory in this country. This means that every young girl must read about herself as passive citizen for 12 years - - by law. [5]

At its 1972 convention, the National Education Association released the following statement:

> The National Education Association calls upon parents and all groups involved in public education to join in a nationwide effort to reduce the effects of sex role stereotypes, the standardized mental pictures of male and female that permeate all our lives.

---

[2] Irvin Child, "Children's Textbooks and Personality Development: An Exploration in the Social Psychology of Education," Psychological Monographs, 60, (1946, p. 1-54.

[3] Simone De Beauvoir, *The Second Sex* (New York: Alfred A. Knopf, 1953).

[4] V. Gormik, *Women in Sexist Society;* Studies in Power and Powerlessness, Barbara K. Moran, ed. (New York: Basic Books, 1971).

[5] Karen De Crow, "Look, Jane, Look! See Dick Run and Jump! Admire Him!" *Sex Differences and Discrimination in Education,* S. B. Anderson, ed. (Worthington, Ohio: Charles A. Jones Publishing Company, 1972), pp. 44-49.

10

> Wade Wilson, an NEA executive committee member, said the primary concern was with teaching attitudes and materials - - particularly textbooks portraying boys as heroes and girls, if they are mentioned at all, as helpless sidekicks.[6]

The American Federation of Teachers adopted the following resolution relating to sexism during its 1972 convention which states, "the AFT will notify all publishers of materials found to be sexist that Union teachers will not recommend or purchase said materials until the inaccurate portrayals of women are corrected."[7]

Similar complaints were being raised by those concerned with racism in textbooks. In 1964 the Indian and Metis Conference published its ***Survey of Canadian History Textbooks.*** The Education committee found:

> . . . startling errors of omission as well as commission; the ancient Indian religious beliefs are always contemptuously dismissed; the authors find it necessary to repeatedly point out the lack of cleanliness of the wigwams and the food while more important virtues go ignored; and once we reach the period of Confederation there creeps in that smug paternalism that so undermines Indian pride and imposes on him either lethargy or a destructive resentment. A verse from page 37 of ***Pages from Canada's Story*** illustrates the point:
>
> Who calls?
> The Red Man, Poor and Sick
> He calls.
> Who comes?
> The White Man, Rich and Strong
> He comes.
> Who watches?
> To see that Pity Reigns,
> God watches.[8]

In 1972, the Children's Literature Review Board in Madison, Wisconsin, published "Starting Out Right," a guide to books about Blacks for youngsters in preschool through third grade:

> Our children are black and white, as we ourselves are. We believe that they deserve to have the best books possible, not just mediocre ones, or "will do"' or token integration books. We want them to have books that reflect genuine experiences and offer honest explanations. We want them to have books in which they see people like themselves and people whose facial colors and facial profiles are different from theirs. We want them to have books that show the beauty of Blacks and the beauty of Whites, the beauty of Indians and the beauty of Orientals, the beauty of Chicanos and the beauty of Puerto Ricans. The beauty of all. The beauty of people.[9]

The Board's review of children's literature showed that:

> . . . Traditionally, a Black person has been portrayed as a servant or a maid, a janitor, a slapstick comedian, or a villain. Most often, Blacks have appeared as peripheral characters having little or no significance to the story, as anyone who is familiar with the "mammy" in the famous Bobbsey Twins stories will acknowledge. With the exception of an occasional biography of a great man like George Washington Carver or Ralph Bunche, Black characters in children's books have seldom been presented as real people doing meaningful things. Whether jovial or serious, they have usually been portrayed as submissive, inconsequential, and deferring - - but never too intelligent.[10]

---

[6] "Sexist Textbooks Must Go — NEA to End Stereotype Role," The Oregon Journal (UPI, Washington, November 23, 1972), p. 1.

[7] American Federation of Teachers, ***Women's Rights Policy Resolutions,*** Adopted by Annual Conventions of the American Federation of Teachers (Washington, D. C., 1972).

[8] Verna J. Kirkness, "Prejudice About Indians in Textbooks," Journal of Reading, 20 (April, 1977), p. 596.

[9] Children's Literature Review Board, *Starting Out Right,* (Madison, Wisconsin, 1972).

[10] Ibid., pp. 1-2.

Study groups, some concentrating on the racism issue, others focusing on sexism, began to spring up all over the country to analyze the textbooks our children are required to read. Textbook criticism began to surface from parent groups, educators, and minority representatives.

Finally, publishers were compelled to acknowledge the charges against them. Their most common response in the 1972 to 1974 era was to publish guidelines for authors and editors. These were offered to worried parents and teachers who had begun to question the quality and content of the materials their children were reading. Eloquent statements in the guidelines, accompanied by sympathetic discussions of the issues, reduced the anxieties of many parents and educators. Unfortunately, as will become apparent throughout this book, the guidelines have had little or no impact on the books these companies continue to publish.

What the Guidelines Say

Textbook companies issued their guidelines for editors and authors beginning in 1972 with Scott, Foresman; followed by Ginn and Company in 1973; McGraw-Hill in 1974; and in 1975 Houghton Mifflin, Holt Rinehart and Winston, and Macmillan.

A statement by Matina S. Horner in the preface to the Macmillan Publishing Company's "Guidelines for Creating Positive Sexual and Racial Images in Educational Materials" (1975) captures the essence of the issue:

> From the books we read, the stories we hear, and the "models" we observe, we develop an awareness of expected categorical distinctions within our society. Gradually, by a process of continual reinforcement, we adopt existing cultural norms in such a way that they become capable of exerting subtle psychological pressures on us. The exercise of these norms as internalized criteria against which we then judge the aspirations, feelings, and behavior of ourselves and others tends to perpetuate the existing categorical distinction. As a consequence, many otherwise motivated and capable individuals are constrained from being - - or even aspiring to be - - all that they are capable of becoming.[11]

Macmillan's guidelines concluded: "It is the policy of Macmillan Publishing Company to publish educational materials that give children an unbiased view of the full range of human potential."

Scott, Foresman's "Guidelines for Improving the Image of Women in Textbooks" (1972) stated:

> Although many factors determine the contents of textbooks -- authors, permissions, space, time, money, the market, etc. -- these limitations should not be used to excuse bias, prejudice or insensitivity . . . Women and girls should be given the same respect as men and boys.[12]

McGraw-Hill Book Company's "Guidelines for Equal Treatment of the Sexes" (1974) made similar points:

> Specifically, these guidelines are designed to make McGraw-Hill staff members and McGraw-Hill authors aware of the ways in which males and females have been stereotyped in publications; to show the role language has played in reinforcing inequality; and to indicate positive approaches toward providing fair, accurate, and balanced treatment of both sexes in our publications . . . Women and men should be treated with the same respect, dignity and seriousness. Neither should be trivialized or stereotyped either in text or in illustrations. Women should not be described by mental attributes or professional position. Instead, both sexes should be dealt with in the same terms. References to a man's or woman's appearance, charm or intuition should be avoided when irrelevant. [13]

---

[11] "Guidelines for Creating Positive Sexual and Racial Images in Educational Materials," (New York: Macmillan Publishing Company, 1975).

[12] "Guidelines for Improving the Image of Women in Textbooks," (Glenview, Illinois: Scott, Foresman and Company, 1972).

[13] "Guidelines for Equal Treatment of the Sexes in McGraw-Hill Book Company Publications," (New York: McGraw-Hill Book Company, 1974).

Houghton Mifflin Company's "Avoiding Stereotypes" (1975) was more specific:

> Our goal is to achieve 20 percent minority representation of a 50 percent male/50 percent female balance in any Houghton Mifflin educational publication. It is enlightening to realize the proportions of each of these groups in the population in the United States.

American Indians	.4%		
Blacks	10.8%		
Mexican Americans	2.5%		
Cubans	.3%	Males	49%
Asians	1.0%	Females	51%
Puerto Ricans	.7%	Handicapped	11%

> Every educational publication brought out by Houghton Mifflin Company will be scrutinized for imbalance and stereotyping.[14]

Holt, Rinehart and Winston Company's "Guidelines for the Development of Elementary and Secondary Instructional Materials" (1975) noted the subliminal nature of the educational process:

> Because educational materials influence the development of the attitudes students carry into adult life, Holt, Rinehart and Winston consider it important that the values and societal roles suggested in instructional materials be positive ones, and that they be as free as possible from bias, stereotypes, and career-role restriction. . . .
>
> Children absorb more subliminally than authors and editors may realize. It is therefore necessary that we develop sensitivity to bias in educational materials, both to correct the inequities that exist today, and to prepare children for the world they will enter when they finish their education.[15]

Ginn and Company's "Treatment of Minority Groups and Women" (1973) also dealt with the issue of subliminal effects:

> Educational materials teach far more than information and a way of learning. In subtle - - often unconscious - - ways, the tone and development of the content and the illustrations foster in a learner positive or negative attitudes about self, race, religion, regions, sex, ethnic and social class groups, occupations, life expectations, and life chances. Inadvertent bias, as often the result of omission as commission, can influence the impact of educational programs.
>
> Ginn and Company is seeking to insure that all its programs be promoted and presented in an open, sensitive manner with no recourse to exploitation of multi-ethnic, racist, or sexist themes.[16]

With the publication of these declarations of human worth, concerned individuals and groups were convinced that the textbooks were in the process of being changed. Publishers were obviously aware of the problem and were proceeding to make amends; they had just published guidelines for changing textbooks.

The new editions are now out. An examination of the new reading, literature and social studies series being used in thousands of classrooms in the United States, shows that the changes for a fair representation of the sexes, races, and careers are statistically insignificant.

Publishers have given parents and teachers eloquent guidelines rather than provide school children with truly unbiased texts. The time has come to reject the biased textbooks that show no relationship to the published guidelines. The time has come for concerted action in behalf of all children subjected to constant subliminal bias.

---

[14] "Avoiding Stereotypes," (Boston: Houghton Mifflin Company, 1975).

[15] "Guidelines for the Development of Elementary and Secondary Instructional Materials. The Treatment of Sex Roles," (New York: Holt, Rinehart and Winston, Inc., 1975).

[16] Ginn and Company. "Treatment of Minority Groups and Women," (New York: Ginn and Company, 1973).

Chapter 2

The Profitability of Non-Change

A comparative study was initiated to document the changes in textbooks relative to sex and race bias and career stereotyping before and after the publication of the guidelines. The study was designed to determine if objective analysis and documentation could support the premise that positive steps are being taken to eliminate sex and race bias and career stereotyping in textbooks. Initiated in 1972 and scheduled to continue as new texts are published, this research included analyses for bias in 49 reading, literature, and social studies series published between 1958 and 1976. The researchers assessed 16,176 stories or chapters from book series for grades 1 through 12 as shown in Tables 1 and 2.

Early research procedures included assistance from several part time graduate research assistants who initially focused their attention on the sex and career bias factors. The initial research team, under the direction of Dr. Britton, analyzed stories in each text according to criteria adapted from *Dick and Jane as Victims*.[17] Instructional sessions were arranged for the research assistants in order to explain the systematic procedures to be employed during this project and the special forms to be utilized when tabulating results.

As the research continued over the years, recording forms were streamlined and reporting procedures were augmented. The inclusion of race bias and the recording of the frequency of careers assigned necessitated more changes in the procedures. In addition, the researchers were asked to use the career title as stated in the text when recording the career. Therefore, the careers were not categorized according to a standard index of occupations or career guide. This categorization of careers serve to explain the wide variety of unique careers shown.

The revised research procedures and instruments continue to utilize a systematic recording and tabulation of (1) Anglo major characters and their careers and (2) ethnic minority major characters and their careers. The category of Other included stories which showed girls and boys equally as major characters, neuter animals, entire races, or inanimate objects.

A revision of the 1977 analysis kit includes a separate category for girls and boys portrayed together as major characters. (Analysis by Major Character, No. 7, P. 24.) In addition a new category of neutral career assignment has been incorporated since some editors are not identifying the sex of the character. They are simply saying the engineer or the taxi driver without reference to sex. (Analysis Careers by Sex, No. 15, P. 26.)

Texts published between 1958 and 1970, prior to the appearance of guidelines from publishing houses, were designated pre-guideline texts. Nineteen reading and literature series, consisting of 4,330 stories, were analyzed. Tables 3 and 4 show that 60 per cent of the major character roles were assigned to males, 26 per cent of these roles fell into the category of Other, and only 14 per cent were assigned to females. Ethnic minority males were assigned 9 per cent of the major character roles. Ethnic minority females and the ethnic minority category of Other each were assigned 2 per cent of the major character roles in the pre-guideline stories. The imbalance in major character roles is evidence that sexism, racism, and racist sexism were present without even considering the quality of the stories or the nature of the roles assigned.

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[17] Women on Words and Images, op. cit., p. 48.

Table 1

TEXTBOOKS PUBLISHED 1958 TO 1976

MAJOR CHARACTERS—ALL RACES
Grades 1 through 12

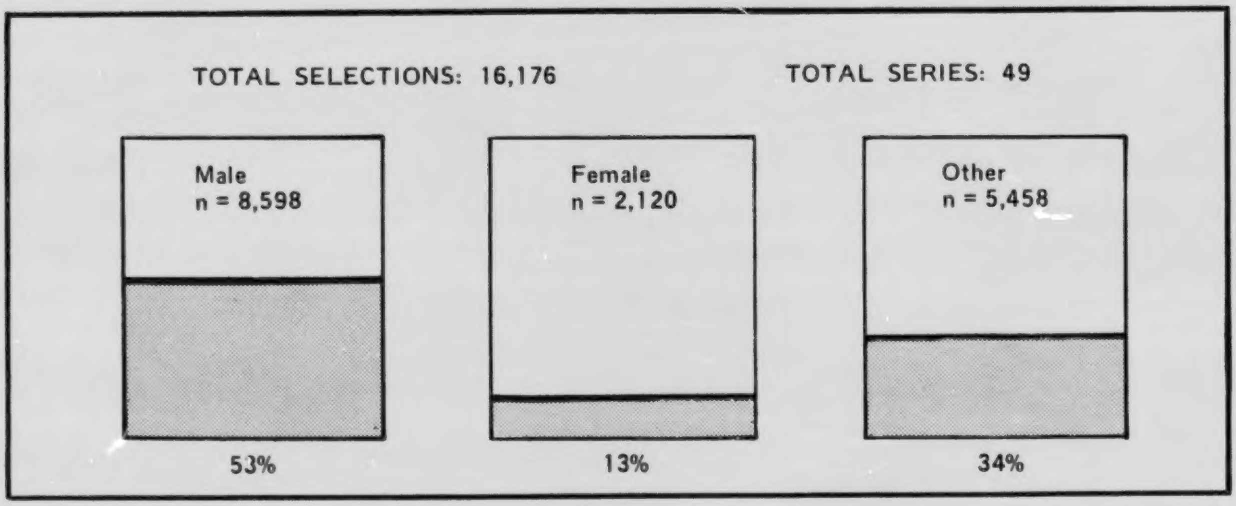


Table 2

TEXTBOOKS PUBLISHED 1958 TO 1976

MAJOR CHARACTERS—ETHNIC MINORITIES
Grades 1 through 12

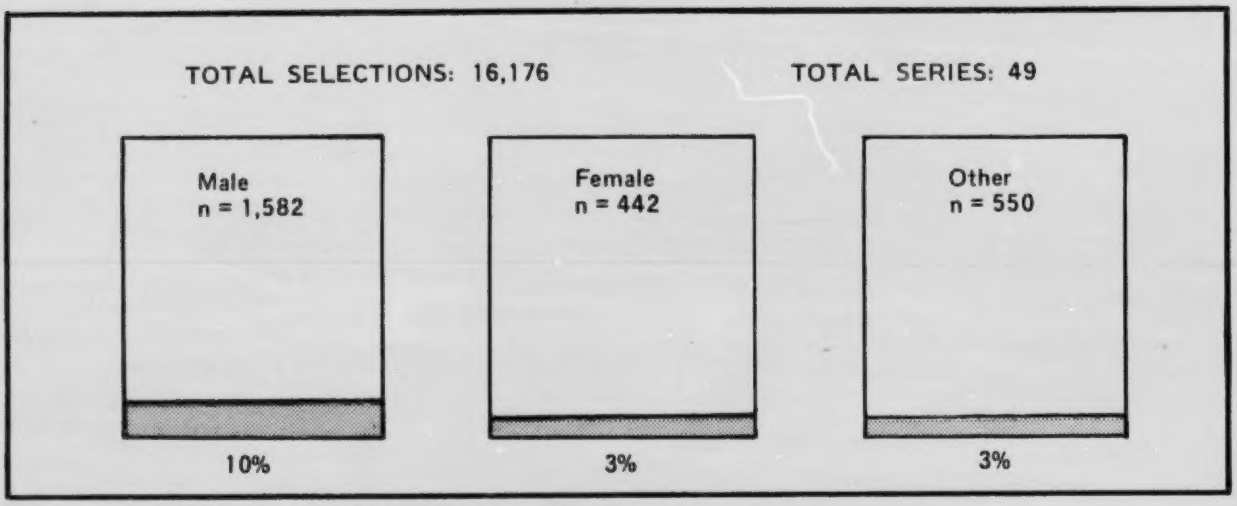


Table 3

PRE-GUIDELINE TEXTBOOKS PUBLISHED 1958 TO 1970

MAJOR CHARACTERS BY SEX—ALL RACES

Grades 1 through 10

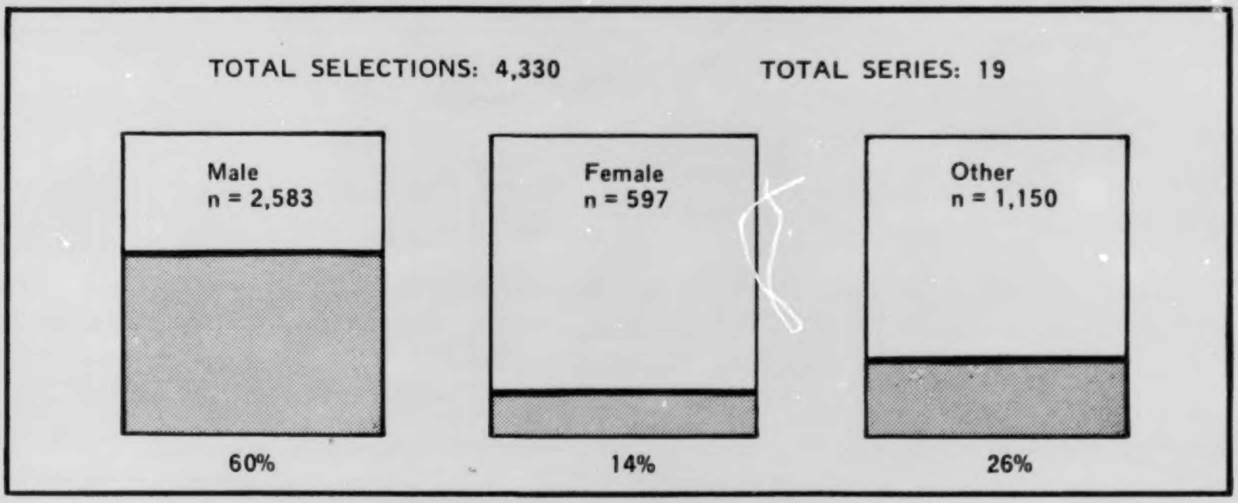
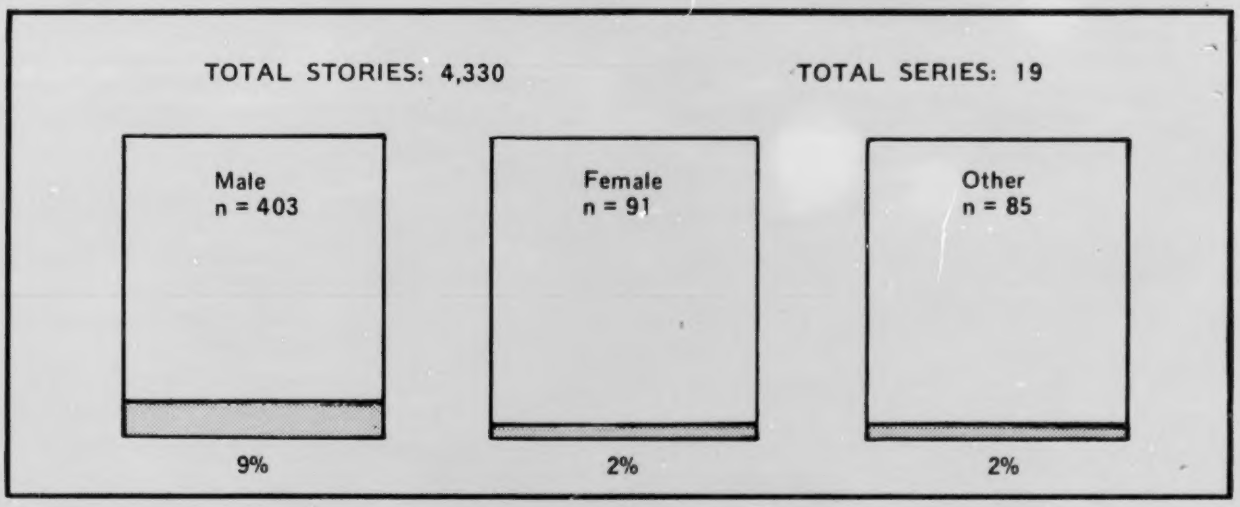


Table 4

PRE-GUIDELINE TEXTBOOKS PUBLISHED 1958 TO 1970

MAJOR CHARACTERS BY SEX—MINORITIES

Grades 1 through 10



Post-Guideline Texts: 1974 to 1976

Textbooks published during 1974 to 1976, for the most part after the guidelines had been printed, should reflect the changes outlined by publishers. Results of analysis of these 3,504 stories or chapters are in Tables 5 and 6. Improvement is negligible. Sixty-one per cent of the stories feature males as major characters, an *increase* of one per cent. Female major characters remain a distinctly underrepresented group despite increasing from 14 to 16 per cent. Characters in the category of Other decreased from 26 to 23 per cent. Ethnic minority males made the largest gain, earning 12 per cent or 407 of the major character roles, up from 9 per cent in the earlier texts. Minority females, on the other hand, continued to be nearly non-existent, being assigned major character roles in only 144 stories, 4 per cent of the total. The ethnic minority category of Other appearing in major role assignments remained at 2 per cent.

Summary of the Comparative Study: 1958 to 1970 and 1974 to 1976

With their published expressions of concern, textbook companies implied that they would attempt to alleviate the inequities. The evidence, however, is to the contrary.

A 2 per cent increase in female major characters, combined with a 1 per cent increase in male characters, is not statistically significant. This minute change could have occurred by accident and may not continue in the next editions. These insignificant "gains" for females and ethnic minorities could be an accurate indication of just how much improvement can be expected from the textbook industry without the threat of outside sanctions or economic reprisals.

Further, the overwhelming disparity between male and female career roles and the Anglo and minority career roles remains virtually untouched in the new editions. For example, in the 1976 edition of Ginn and Company's *Reading 720 Series* (grades 1 through 6), males of all races are shown in 249 (84 per cent) of 298 careers assigned to adults in the illustrations or the texts. A 16 per cent representation of females is unrelated to a reality in which women make up nearly 42 per cent of the work force in this country.

Showing females in only 49 different careers also drastically limits the kinds of careers to which young girls may aspire. For minority males and females, the prospects are even worse: minority men were shown in 34 different careers in this series and minority women in only 14.

Interestingly enough, Ginn was not alone in its distribution of careers, Scott, Foresman and Houghton Mifflin also published 1976 series in which 86 per cent of the careers depicted in the sixth grade texts featured men, leaving 14 per cent of the careers to women. This consistency among publishers might have occurred by chance.

The Challenge to Authors and Publishers

According to the 1970 U.S. Census, minority persons in this country number 32 million, or 16 per cent of the population. Of these 32 million, 22 million are Blacks. All other minority groups combined number only 10 million, or about 4 per cent of the population. Publishers who would use these figures to justify ignoring ethnic groups that make up a small percentage of the population must be made to realize that bias by omission damages all children. Minority children are taught that society has no place for them, or only a very circumscribed place, while Anglo children learn by implication that minority persons are not valued by our society, thus perpetuating racist attitudes.

All children should read about each minority group at least once each year, even if this causes a small over-representation in proportion to the census figures. Further, these stories should emphasize the contributions made by various ethnic groups to the total culture. Most stories continue to feature minorities in historic life styles and careers. Many are set in other countries and in another century. Native Americans hunt-

Table 5

POST-GUIDELINE TEXTBOOKS PUBLISHED 1974 TO 1976

MAJOR CHARACTERS BY SEX—ALL RACES

Grades 1 through 9

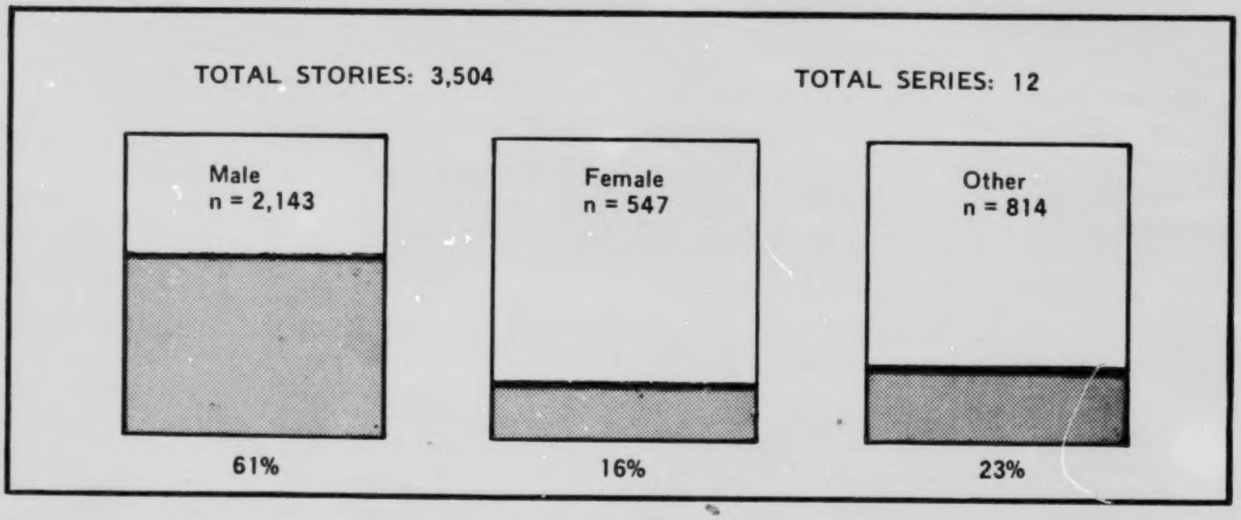
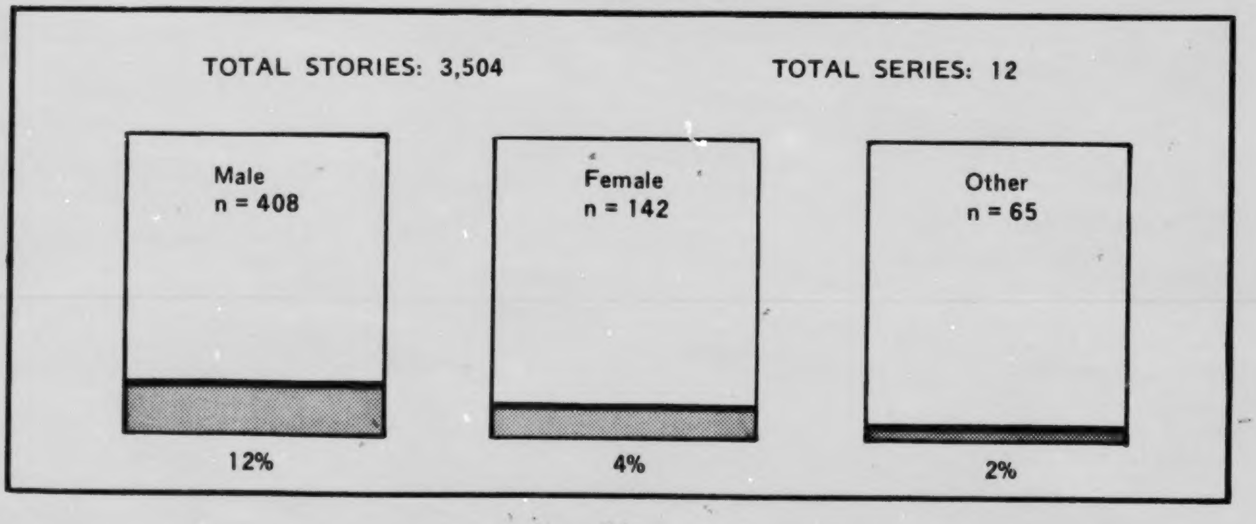


Table 6

POST-GUIDELINE TEXTBOOKS PUBLISHED 1974 TO 1976

MAJOR CHARACTERS BY SEX—MINORITIES

Grades 1 through 9



ing buffalo, Mexicans sleeping under sombreros, Chinese women wearing traditional dress, and Africans as slaves are abundant. While there are a few more contemporary stories about Blacks than other minorities in the new editions, much improvement is needed for all minorities both in sex ratio and career roles, and in fairer representation of their contemporary cultural contributions.

The proportion of stories featuring males to those featuring females is only one aspect of the problem. It is probably more important to increase the number of stories showing males and females playing and working together as equals. They should have similar abilities, interests, and admirable traits which are not sex stereotyped. These stories are exceedingly rare. Writing them remains a tremendous challenge for the present authors of established textbook companies and for the new authors and new publishers who will move into an industry that so badly needs reform.

The Real Reason for Non-Change: Cost or Profit?

When publishers have been taken to task for not instituting comprehensive changes in textbooks to make them sex and race fair, their standard answer has been that the cost of revision is financially prohibitive. Both William Hooks, Bank Street Publications Chairman, and Craig Boultinghouse, executive editor of the *Macmillan Reading Program,* stress economic obstacles to quick change.

> "It takes half a million dollars to launch a new series, and a few million more before the publisher makes a profit," explained Hooks. "No one is willing to drop or do complete overhauls of series which now exist. Changes will come -- but over a period of years." [18]

If changes occur over a period of years, what kinds of changes will they be? Will changes be planned within a specified time limit? Or will they be accidental or coincidental - - and in which direction? How long is a "period of years"?

A look at the financial status of the publishing industry is instructive. According to the Association of American Publishers report in the June 28, 1976 issue of *Publishers Weekly,* public school textbook publishers grossed $643 million in 1975 on an overall dollar sales gain of 7.4 per cent. A 12.2 per cent net income before taxes was reported. [19] And, according to Charles Rolo in the February 2, 1976 issue of *Publishers Weekly,* the Book Publishing Stock averages rose 85 per cent for 1975 while the Dow Jones Industrial Average rose only 51 per cent. "Thus, book publishing equities out performed the market by a wide margin and four companies out of ten more than doubled in price." [20] And speaking of profits, Mr. Rolo concluded with, "This brings me to the bottom line, where I expect an advance for the sixth consecutive year." [21] These figures indicate that a no-change policy has been extremely profitable to the textbook industry. The message to parents and educators is that publishers intend to make no substantial change as long as the public continues to buy their products.

Certainly the publication of a small guide stating policy is less expensive than a major revision of the quality and quantity of stories about females and minorities. Unfortunately, school children do not read industry guidelines. They continue to be influenced by the same hidden persuaders that victimized children a generation ago. Textbooks today continue to convey subtle stereotyped attitudes, values, and models of people in U.S. society.

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[18] Ilene Barth, "Do Kids' Schoolbooks Distort Sex Roles?" *Parade* (July 1, 1973), pp. 6-7.

[19] "AAP 1975 Statistics. What the Figures Show," *Publishers Weekly* (New York, N. Y., R. R. Bowker, June 28, 1976), pp. 44-45.

[20] Charles Rolo, "Book Publishing Stocks Outperformed the Market in 1975," *Publishers Weekly* (New York, N. Y., R. R. Bowker, February 2, 1976), p. 38.

[21] Ibid., p. 39.

Chapter 3

The Art of Non-Change

An understanding of the U.S. copyright law is crucial when assessing the extent of change in "new" editions. The specific portion of the law relevant for publishers and the public is the requirement that changes must be made in only 10 per cent of a book or series for it to qualify as a "new" edition. This 10 per cent change may include binding, color plates, illustrations, or teachers' guides as well as stories.

For examples of texts which illustrate the minimum 10 per cent change, compare the following:

Allyn and Bacon	1968 and 1973 Editions
Ginn 360	1969 and 1973 Editions
Economy	1972 to 1974 and 1975 Editions

The 10 per cent minimum change requirement and an average of about 4 years between editions allow the same stories to appear in series after series with little or no change in content. Further, because of economic realities in most school districts, old editions remain on classroom shelves as "supplementary" texts for 10 to 15 years.

How to Evaluate: Change or Non-Change?

How can the concerned public make judgments about changes?

During the early 1970s, when parents, educators, minorities, and women's groups were beginning to question the content of public school textbooks, one major problem soon became evident: the lack of textbook evaluation procedures and standards outside the industry. The only textbook evaluations available to school districts and textbook adoption committees are those provided by staff members, editors, or consultants employed by the publishing houses.

Industry evaluation procedure presents a potential conflict of interest. Textbook companies publish a product, evaluate the product in-house and/or by employing selected consultants to supervise on-site field tests, and finally advertise that their product has been "tested and improved."

Educators, parents, taxpayers, and, ultimately, children are the losers. What is needed is independent, outside quantitative evaluation; not undocumented statements from authors, editors, and public relations directors claiming their textbook is free of sex, race, and career bias.

Evaluation procedures and results of independent analyses should be published and available to all. Text selection committees and others following the same procedures should be able to produce the same results.

Every school district and state textbook adoption committee should be given the responsibility not only to see that textbook companies are held accountable, but to apply pressure to withhold purchase of unacceptable books. Only when these measures are taken can significant improvement be expected in this industry which for too long has gone unchallenged and unmonitored.

What "Thumb Through" Evaluators Miss

Some of the techniques publishers have used to make "print" revisions or other minor changes in a series rather than a comprehensive revision are described below. The conscientious text evaluator should be aware of these techniques when comparing editions by the same publisher or when making comparisons between publishers' series. "Thumb through" evaluators who look through a book rather than read and quantify the contents are frequently impressed by the following techniques and believe that substantive changes have been made.

Inserts or Add-Ons

Often material is added to a text, usually in the center or at the end of one or more books in the series. These additions may be in chapter, story, or fact sheet form. The typical example is adding a biographical fact sheet about George Washington Carver and one or two other prominent minority members. A fact sheet about a female is occasionally added but usually the additions are stories about minorities. They are obviously add-ons because they are inconsistent with the original book format. Career sheet inserts are being seen in the 1976 editions which devote two or three pages to listing careers for men and careers for women. Unfortunately, there are few stories about women or men in these careers, only listings.

Examples of add-ons and inserts can be found in various texts such as the new Holt Data Bank in which chapters featuring women were added in the fifth grade text.

Cosmetic or Color Changes

Publishers have changed the color of the characters shown in illustrations from white to black or tan. Occasionally features are changed to match the corresponding ethnic groups. Sometimes, however, features, such as hair and facial characteristics, remain Anglo. Often features and colors are not identifiable as belonging to a particular ethnic group. The evaluator will find examples of these changes on Profiles 2 and 4 under Non-Identifiable Ethnic Minorities.

Name and Pronoun Changes

An example which demonstrates the failure to appreciate ethnic cultures is changing an Anglo-type name to an ethnic name without changing the cultural context of the story. Robert to Roberto, John to Juan, Dan to Whitecloud are some typical examples. This is more difficult for publishers attempting to convert Anglo names to Black American names since the names are shared. As a result, African-American names may be introduced.

The same technique has been used to improve the sex ratio of stories. In fact, the simplest sex changes occur in textbooks by changing Paul to Pauline, George to Georgina, Bill to Billie, and Joe to Josephine. Careful editors obligingly change the pronouns to correspond to the name change of the major characters' sex.

In comparing previous and current editions, it is also interesting to note the quality of the story in which the race or sex change has been made. A cursory examination of these stories indicates that stories selected for these changes were those which could be characterized as "weaker stories" or ones in which the major characters were less admirable or heroic. The selection criteria for stories in which the race and/or sex is to be changed would make an interesting study for further research.

Men vs. Women Authors

Most texts list credits for stories at the beginning or end of texts. "Thumb through" evaluators read the list of credits and find many women authors. However, having half or more of the stories written by women does not assure sex-fair stories. A sex- or race-biased story written by a woman does not make the story less biased. It does, however, reflect the cultural conditioning of the editor who chose it.

Story Clustering

Publishers may make minor revisions in just one or two books in a series of nine to 12 books. They add or substitute stories about females or minorities, producing a cluster of stories about a particular race or females at one school grade level. The resulting figures for the entire series show improvement in the profiles. In reality, however, in many current textbook series a Native American child may not read about Native Americans in a story until grade four when there may be several stories about them.

The clustering device may save money for publishers who are not required to revise an entire series, but it does little for the self-concept of children who, for several years in school, find no cultural reality or persons with whom they can identify.

Neuter Character Syndrome

The most contemporary response of publishers to sexism charges has been to increase the proportion of stories about neuter animals and objects and to delete masculine and feminine pronouns in referring to "Nat the Cat," the taxi driver, or the engineer. A more obvious and desirable response would be to use stories that show boys and girls, men and women together as major characters. Instead, the number of stories about males and about females is declining while stories about characters in the category of Other increase, and the ratio of four male characters to one female character remains constant. The reader may look at Profiles 1 and 2 of several previous and current editions to see this alteration of emphasis.

In review, the six textbook companies which have published guidelines for reducing sexism and racism are to be congratulated for publishing excellent guidelines, yet criticized for failure to follow them. They have examined the issues and outlined some pioneering and innovative ideas for change for themselves and the entire textbook industry. What they have failed to demonstrate are "good faith" attempts to implement their own guidelines.

Merely acknowledging a problem does not remove it. Guidelines without timetables and procedures for enforcement and monitoring will not remove bias from textbooks. The First Amendment guarantees freedom of press and speech to textbook publishers. Which amendment guarantees all children the freedom to read about themselves as equally worthy humans?

Chapter 4

How to Use Your Evaluation Kit

This procedure provides evaluators with a tool for objectively documenting the existence or absence of bias in reading, literature, and social studies curriculum materials. The process described here was used by evaluators in this Consumers' Guide to generate reports on each series.

Evaluators will determine major characters by race and sex. In addition, careers or occupations by race and sex will be listed by name, followed by the number of times each career appears for each sex and race.

In addition to race, sex, and career- documentation, the analysis procedures described may be used to document models for other categories of people with distinct characteristics such as the aged, the handicapped, or particular career groups. For example, the image of farmers or business people could be analyzed and subsequently evaluated in terms of the number of times they are shown and the quality of their representation.

This analysis procedure allows the evaluator to determine what careers and models are assigned to each sex and race in the stories that children read and hear. If a preponderance of major characters is of one sex or race out of proportion to its occurrence in the general population, the researcher must conclude that sex and race bias exists. The authors plan to update the research profiles at intervals to provide parents and educators with a continuing analysis of subsequent series published by the textbook companies included in this study. The updates should show whether these biases are being reinforced and perpetuated by taxpayers' dollars - - or whether genuine quantifiable change is occurring.

INSTRUCTIONAL MATERIALS
RESEARCH SERVICES

CAREER • SEX • RACE ANALYSIS KIT

Britton and Associates, Inc.
1054 N. W. Fillmore Corvallis, Oregon 97330 (503) 753-7629

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WARNING

Textbook Analysis Is Time Consuming!

While the process described in this booklet is time consuming, the eventual reward of finding unbiased materials will be well worth your efforts. While this particular process of quantitative documentation has the strengths of objectivity, it has an inherent weakness of not describing particular major characters other than through career listings. Thus, a publisher could provide a higher percent of the stories about a sex or race - - but in very negative or stereotypic roles. If this factor seems to apply to the books you are analyzing, you might wish to note the negative adjectives on separate lists.

Textbook companies should be required to provide critical types of information when their wares are presented for adoption. Eventually, when the concerted efforts of many persons such as you bring enough pressure to bear on publishers, they will be required to submit cultural and career documentation along with other types of data such as readability levels for each selection and in all texts.

Yours for Truth in Advertising,

Britton & Associates, Inc.

Gwyneth Britton
Esther Britton
Margaret Lumpkin

Textbook Analysis Kit

for Sex/Race/Careers/Other

Purpose

The purpose of this sex/race/career analysis kit is to provide educators, parents and others with an appropriate research tool for objectively documenting the existence or absence of sex/race/career bias in reading, literature, and social science curriculum materials. In addition, the procedures described may be used to document the number of other characters such as the aged, single parent families, the handicapped and the image of farmers, etc. Some modification of this analysis procedure is necessary for use in other subjects.

Terminology

Sexism means the collection of attitudes, beliefs, and behaviors which result from the assumption that one sex is superior.

Racism means the collection of attitudes, beliefs, and behaviors which result from the assumption that one race is superior.

Careers are those occupations assigned to the **adults** in these selections. A career or occupation should provide the means of support for this person either directly or indirectly.

A **major character** is defined as the leading character who generates the action or is recipient of the action in the story. The story is written about this person or persons, thing, object or total race. The major character has the primary dialogue and is usually the decision maker.

Focus

The evaluator will be determining:

1. Number of major characters by sex and race.
2. Number and name of careers or occupations by sex and race.

General Procedures

Basic Understandings

1. Each book is analyzed utilizing Forms A and B simultaneously.
2. When a series is to be analyzed, each book in the series must be analyzed first.
3. After each book is analyzed, the results from all the form A's and B's must be summarized on Form C and D.
4. Each story must be read to identify the major characters and careers.
5. Illustrations may be unrelated to the story.
6. Children are usually not seen in careers and should not be included in the tally involving career assignments. An exception might involve historic selections where children are actually shown in a career. This career should then be included.
7. When in doubt about identifying the major character, count the number of pages on which each character appears to help determine which character makes decisions or proposes action or is the cause of others' actions.
8. In order to determine if a bias exists in favor of male or female major characters or in favor of particular ethnic groups, it is necessary to count and record the number of major characters of each sex and each ethnic group. These ethnic categories are those established by the U.S. Census Bureau for the 1970 Census.
9. Sampling techniques are not used because the books are not internally consistent and children may be directed to read all stories.

Criteria

Criteria/Categories

The following criteria should be used in order to document the major characters by sex and determine if the major characters are:

1. Boys
2. Girls
3. Boys and Girls
4. Adult Males
5. Adult Females
6. Adult Males and Females
7. Male Animal

8. Female Animal
9. Folk Fantasy Male
10. Folk Fantasy Female
11. Male Biography
12. Female Biography
13. Other

Analysis

Major Characters by Sex

1. When determining major characters by sex use Form A.

2. Based on the major characters, each story is assigned to a category below.

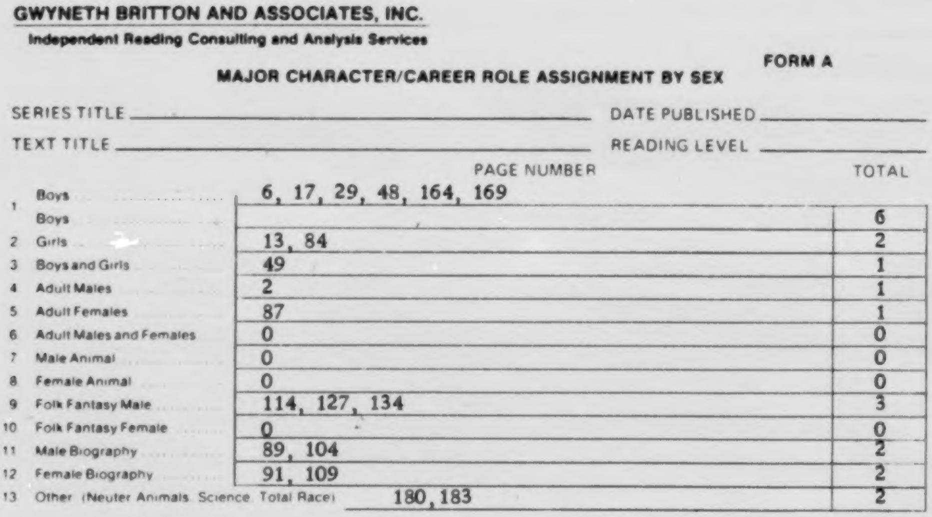
3. Only one major character is tallied for each story.

4. If the story featured a boy, then the page number of that story should be listed opposite the category of boys.

5. If there is more than one major character, record the story as "boys" if all major characters are boys.

6. Record the story as "girls" if all are girls; record it as "boys and girls" if some of each sex are shown.

7. When the story features boys and girls or adult males and females participating equally in the situation, then assign this story to the category of boys and girls or adult males/adult females. When summarizing the data it will be assigned to the category of Males/Females together.



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FORM A

MAJOR CHARACTER/CAREER ROLE ASSIGNMENT BY SEX

SERIES TITLE ______ DATE PUBLISHED ______

TEXT TITLE ______ READING LEVEL ______

		PAGE NUMBER	TOTAL
1	Boys	6, 17, 29, 48, 164, 169	
	Boys		6
2	Girls	13, 84	2
3	Boys and Girls	49	1
4	Adult Males	2	1
5	Adult Females	87	1
6	Adult Males and Females	0	0
7	Male Animal	0	0
8	Female Animal	0	0
9	Folk Fantasy Male	114, 127, 134	3
10	Folk Fantasy Female	0	0
11	Male Biography	89, 104	2
12	Female Biography	91, 109	2
13	Other (Neuter Animals. Science. Total Race)	180, 183	2

Analysis

Careers by Sex

1. As the evaluator reads each story, careers for men and women should be recorded on the lines at the bottom of evaluation Form A.

2. Each time the career is shown or mentioned in a new story, this name of the career should be recorded in the appropriate space with a tally mark to indicate how many times it was represented by a different person, i.e., baker, 5.

3. A career is recorded only once for each story.

4. For example, if a male farmer is shown, the career of farmer is recorded with I tally mark. If this same farmer is shown several times throughout the story it is still counted as a frequency of one.

5. However, if there are 7 different farmers shown in the same story then the career of farmer is recorded with 7 tally marks behind it.

6. If the same 7 farmers appear in a later story then the frequency of 7 must again be recorded for this career.

7. If there are 3 different women doctors appearing in the same story, the career of doctor must be recorded with 3 tally marks indicating that 3 different people were shown in this career in the same story.

8. Sometimes the career of an adult cannot be identified in either the story or the illustrations. In this case, do not record any career for this person.

9. When determining the number of different careers, count each career only once.

10. Note in the example for men there are 10 different careers.

11. The frequency relates to the number of times people are shown in one career. Looking at the example note that the men are shown 24 times in various careers and that the frequency shown for President is 5.

12. The women are shown in 5 different careers with a frequency of 3 for doctor.

13. Remember a career or occupation should provide an apparent means of support for the person.

14. When the career represented in one illustration or story problem showed more than 10 persons assigned to that role, a maximum frequency of 10 was recorded. For example, 20 stockbrokers were shown as a single illustration. This was recorded as stockbroker - - 10. The reason for this procedure is that on occasion some story problems or directions mention hundreds of soldiers or an army of thousands. The recording of the frequency would show a significant disparity between male and female career roles with an inflated frequency based on one story or sentence. This procedure is an elective delimiter used by this researcher.

15. Careers that were not designated by sex were counted in the category of Neutral Different Careers. For instance, the copy might read that, "The engineer studied the difficult problem." The context of this statement does not identify the sex of the engineers, and therefore this career would be assigned to the category of Neutral Different Careers.

Total Number of Careers Assigned to Men ____ 124
Total Number of Careers Assigned to Women ____ 12
Total Number of Neutral Careers ____
Total Stories Male (No 1 + 4 + 7 + 9 + 11) .... ____
Total Stories Female (No 2 + 5 + 8 + 10 + 12) .... ____
Total Stories Male/Female Together (No 3 + 6) .... ____
Total Stories Other (No 13) .... ____
Total Stories .... ____

	Career Roles/Men Total Different Careers 10 (Count each career once)			Neutral Careers Total Diff. Careers ___		Career Roles/Women Total Different Careers 5 (Count each career once)	
	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.		Career/Freq.	Career/Freq.
1.	Farmer 𝍸			Engineer II	1.	Doctor III	
2.	Salesman II				2.	Nurse I	
3.	Astronaut III				3.	Biologist II	
4.	Rancher I				4.	Mother 𝍸	
5.	President 𝍸				5.	Teacher I	
6.	Baker I				6.		
7.	PolicemanIII				7.		
8.	Pilot II				8.		
9.	Barber I				9.		
10.	Manager I				10.		
11.					11.		
12.					12.		
13.					13.		
14.					14.		
15.					15.		
16.					16.		
17.					17.		
18.					18.		

Exceptions

Basic Understandings

1. Plays are counted as stories.
2. Poetry is not included in this evaluation of stories.
3. Normally, only one career per person is counted in each story. The career of mother or father is not counted if they work outside of the home. The career tabulated would be bus driver.

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TEXTBOOK EVALUATION FORM
RACISM/SEXISM
FORM B

ETHNIC MAJOR CHARACTERS/CAREERS BY SEX/RACE

SERIES TITLE ____________ DATE PUBLISHED ____________

TEXT TITLE ____________ READING LEVEL 4

Ethnic Categories	TOTAL	Black	Native American	Mexican	Puerto Rican	Chinese	Japanese	Filipino	Non Identifiable Ethnic Min.
Reading Grade Level	4								
Number of Texts	1								
Total Stories	30								
Featuring Boys	3	III							
Featuring Girls	2			I			I		
Featuring Boys and Girls	0								
Featuring Adult Males	3	I	I	I					
Featuring Adult Females	0								
Featuring Adult Males and Females	1					I			
Folk Fantasy Male	0								
Folk Fantasy Female	0								
Featuring Male Animal	0								
Featuring Female Animal	0								
Featuring Male Biography	1	I							
Featuring Female Biography	0								
Other Science, Neuter Animal, Total Race	1			I					
Total No. Careers assigned to Men	14								
Total No. Careers Assigned to Women	4								
Careers and Frequency - Men 1		Pro-basketball II	Warrior III	Farm Laborer III		Fisher I	Fisher I		
2		Police Officer I				Laundry Worker I			
3		Civil Rights Leader I							
4		Slave I							
5									
6									
7									
8									
9									
10									
Careers and Frequency - Women 1		Mother II		Mother I			Mother I		
2									
3									
4									
5									

31

Analysis

FORM B

Minorities—Race & Careers

1. The analysis for racism follows the same basic guidelines as those employed for the sexism and career analysis except that when an ethnic major character is featured or shown in a career, this information is recorded first on Form A for all races and then a second time on Form B.

2. Form B has been specifically designed for ethnic groups according to race and sex.

Race & Sex—Minority

1. If the major character is a Black adult male, then the analyzer would locate the category for adult males and the column for Blacks and record a tally mark. Note Form B.

2. Alaskan Indians and Hawaiians are recorded in the ethnic category of non-identifiable ethnic minority.

3. Sometimes it is difficult to determine the race of an ethnic major character due to the setting and the illustrations. These major characters should be recorded in the ethnic minority category of non-identifiable ethnic minority.

4. Note the examples on Form B.

Careers—Minority

1. The careers shown for ethnic groups should be recorded in the space at the bottom of the form which provides a space for listing the career and the frequency.

Series Summarization

Major Characters and Careers by Sex

1. When the evaluation of each book in a series of texts has been completed it is necessary to summarize and total the findings on a separate summary sheet, Form C.

2. If only one text has been evaluated, Form C is not necessary.

3. The purpose of Form C is to systematically arrange or codify the data about major characters by sex and careers from each textbook.

4. Note at the top of Form C where it shows **Total Stories Male, Total Stories Female, Total Stories Other,** and **Total Stories in the Series.** The evaluator will transfer this information from each Form A representing one book to Form C representing the series. (See page 10 Form C)

5. For example, assume that there are 2 textbooks in a series. Textbook X shows 7 stories for males, 2 stories for females and 5 stories in the category of Other with a total of 14 stories. Note how this is recorded on Form D. Textbook Y shows 4 stories for males, 3 stories for females and 5 stories in the category of Other for a total of 12 stories.

6. Now the evaluator totals the stories for males 7 + 4 = 11, totals the stories for females 2 + 2 = 4, totals the stories in the category of Other 5 + 5 = 10 and totals the stories in the series 14 + 11 = 25.

7. Experienced evaluators will transfer the data for major characters by sex from Form A and then also transfer the careers and frequency. However, for purposes of clarification, the two procedures are separated here.

8. Another purpose of Form C is to provide a format for alphabetizing all of the career roles and determining the total number of times or frequency that people are shown in careers.

9. The careers and frequency shown on Form A for each textbook will be transferred to Form C. For example, Textbook X showed these careers and frequencies for men and women.

Textbook X — Men

	Careers	Frequency
1.	sheriff	I I
2.	baker	I
3.	doctor	I
4.	scientist	I I
5.	warrior	卌

Textbook X — Women

	Careers	Frequency
1.	teacher	I
2.	mother	I I I
3.	clerk	I I
4.		

10. Textbook X shows there are 5 different careers with 11 total careers assigned to men.

11. Textbook X shows 3 different careers for women with a total number of careers assigned to women as 5.

12. Record the careers alphabetically at the bottom of the page in the spaces provided and show the number of times this career was assigned using tally marks.

13. Record the total number of careers assigned to men and to women on the dash lines under Textbook X. Note the example.

14. Textbook Y showed these careers and frequencies for men and women.

Textbook Y — Men

Careers	Frequency
1. pilot	I I
2. author	I
3. baker	I
4. diver	I
5. mayor	I I

Textbook Y — Women

Careers	Frequency
1. secretary	I
2. mother	I I
3.	
4.	
5.	

15. Textbook Y shows 5 different careers for men. The total number of careers assigned to men is 7.

16. Textbook Y shows 2 different careers for women with the total number of careers or frequency of 3. Record this information on Form C at the top of the page. Record the careers alphabetically at the bottom of the page in the spaces provided. Note that the careers of baker and mother have already been entered.

17. The evaluator records only the frequency or the number of times a person was assigned to this career in this textbook. In this case, another tally mark of one should be assigned to baker, and 2 tally marks should be assigned to mother for textbook Y.

18. The summary of the two textbook analyses shows 9 different careers out of the total of 18 careers assigned to men.

19. Neutral different careers, such as engineer — 2, shows the career of engineer with a frequency of 2. The sex of the engineer could not be determined from the copy.

Series Summarization

FORM D

Ethnic Major Characters by Careers and by Sex

1. The purpose of Form D is to provide the evaluator with a summary form to record the findings from each Form B which deal with ethnic major characters and careers by sex.

2. Form B information represents data from a single textbook.

3. The information from Form B is being transferred to Form D which represents the findings from an entire series of texts.

4. First transfer the data from Form B regarding ethnic major characters by sex/race to form D.

5. Note the first column for Blacks.

6. Count the number of stories showing Black males as major characters.

7. Record on Form D under the section entitled Ethnic Major Characters the number of stories assigned to Black males.

8. Record it under the alpha symbol of M and use tally marks.

9. Now count the number of stories showing Black females as major characters and record this on Form D, under the alpha symbol of F. Again, use tally marks.

10. Those stories assigned to the category of Other for Blacks should be transferred to Form D and recorded under the O symbol for Other.

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FORM C

SUMMARY FORM FOR MAJOR CHARACTERS/CAREERS BY SEX

SERIES TITLE ____________________ DATE PUBLISHED ____________

PUBLISHER ____________________ GRADE LEVELS ____________

Record for Each Text	X	Y	TOTAL
TOTAL STORIES MALE	7	4	11
TOTAL STORIES FEMALE	2	2	4
TOTAL STORIES MALE/FEMALE TOGETHER	0	0	0
TOTAL STORIES OTHER	5	5	10
TOTAL STORIES IN SERIES	14	11	25
TOTAL NUMBER OF CAREERS ASSIGNED TO MEN	11	7	18
TOTAL NUMBER OF CAREERS ASSIGNED TO WOMEN	5	3	8
TOTAL NUMBER OF NEUTRAL CAREERS			2

TOTAL DIFFERENT CAREERS MEN 9

	Career/Freq.	Career/Freq.	Career/Freq
1.	A	I	P Pilot II
2.	Author I		
3.			
4.			
5.	B		Q
6.	Baker II	J	
7.			
8.			
9.			R
10.	C		
11.		K	
12.			
13.			S
14.			Sheriff II
15.	D		Scientist II
16.	Doctor I		
17.	Diver I	L	
18.			
19.	E		
20.			T
21.			
22.			
23.		M	
24.		Mayor II	
25.	F		
26.			
27.			U
28.			
29.			
30.		N	V
31.	G		
32.			
33.			W
34.			Warrior ~~IIII~~
35		O	X
36.	H		
37.			X
38.			
39.			Z
40.			

TOTAL NEUTRAL CAREERS ______

TOTAL DIFFERENT CAREERS WOMEN 4

	Career/Freq	Career/Freq
1.	A	L
2.		
3.		
4.		M
5.	B	Mother ~~IIII~~
6.		
7.		
8.	C	
9.	Clerk I	N
10.		
11.	D	
12.		O
13.		
14.	E	
15.		P
16.		
17.	F	
18.		
19.		Q
20.		
21.		
22.		R
23.	G	
24.		
25.		S
26.		Secretary I
27.	H	T Teacher I
28.		
29.		
30.	I	
31.		U
32.		
33.		V
34.		
35.	J	W
36.		
37.		X
38.	K	Y
39.		Z
40		

11. Note the example for Blacks showing 6 major characters for males, 2 major characters for females and 2 assigned to the category of Other.

12. The major characters for each race should be recorded in the same way.

Black

M	F	O
~~IIII~~ I	II	II

Ethnic Careers by Race/Sex

1. The careers and frequency shown on Form B for each textbook will be transferred to Form D.

2. Note on Form D the section labeled Different Careers Men/Different Careers Women.

3. First record the careers and frequency for careers assigned to Black men, then record the careers and frequency assigned to Black women.

4. Write the career in the proper space and indicate the frequency with tally marks.

5. Remember that careers are transferred from each Form B which represents a single textbook to Form D which represents the entire series.

6. Record the careers/frequency for each race and sex.

Ethnic/Different Careers

1. The next procedure requires that the evaluator count the number of careers for each race and sex and transfer this information to the section entitled Ethnic/Different Careers by Sex/Race.

2. First count the different careers assigned to Black males in the column under Black entitled Career/Frequency.

3. Record this figure under the section for Blacks and under the alpha index of M, which represents males.

4. Now count the different careers assigned to Black women.

5. Record this figure under the section for Blacks and under the alpha index of F, which represents females.

6. Proceed to count the different careers for each race and sex and record these figures under either M or F indexes.

Black		Native American		Mexican	
M	F	M	F	M	F
2	1	3	0	1	0

7. To determine the total different careers for ethnic men and women, it is necessary to alphabetize the different careers for men and women on separate sheets of paper and record the frequency of the careers.

8. The total number of different careers for men and women should be recorded on Form D under the section entitled:

Series Total
Different Careers

Total	Male	Female
16	10	6

9. Record the total male different careers and the total female different careers. Then add the male and female different careers for the grand total. See above sample.

Displaying Of Data

Objective Documentation

1. Display your documentation in a logical consistent manner clearly labeling each set of figures or table.

2. Use the sex/race/career profile for your final recording of information.

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Independent Reading Consulting and Analysis Services

FORM D

SUMMARY FORM FOR ETHNIC MAJOR CHARACTERS AND CAREERS BY SEX/RACE

Series Title ______________________ Publisher ______________________ Date Published ____________
Grade Levels ____________

ETHNIC MAJOR CHARACTERS BY SEX/RACE

Ethnic Stories Total Stories	Black			Native American			Mexican			Puerto Rican			Chinese			Japanese			Filipino			Non-Identifiable			Ethnic Stories Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
	IIII I	II	II																								

ETHNIC DIFFERENT CAREERS BY SEX/RACE

Series Total Different Careers			Black		Native American		Mexican		Puerto Rican		Chinese		Japanese		Filipino		Non-Identifiable Ethnic Min.	
Total	Male	Female	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F

		Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.
DIFFERENT CAREERS MEN	1.	Baker I							
	2.	Worker II							
	3.								
	4.								
	5.								
	6.								
	7.								
	8.								
	9.								
	10.								
	11.								
	12.								
	13.								
	14.								
DIFFERENT CAREERS WOMEN	1.	Mother I							
	2.								
	3.								
	4.								
	5.								
	6.								
	7.								
	8.								

FORM A

MAJOR CHARACTER/CAREER ROLE ASSIGNMENT BY SEX

SERIES TITLE ____________________ DATE PUBLISHED ____________

TEXT TITLE ____________________ READING LEVEL ____________

		PAGE NUMBER	TOTAL
1.	Boys		
	Boys		
2.	Girls		
3.	Boys and Girls		
4.	Adult Males		
5.	Adult Females		
6.	Adult Males and Females		
7.	Male Animal		
8.	Female Animal		
9.	Folk Fantasy Male		
10.	Folk Fantasy Female		
11.	Male Biography		
12.	Female Biography		
13.	Other: (Neuter Animals, Science, Total Race)		
	Total Number of Careers Assigned to Men		
	Total Number of Careers Assigned to Women		
	Total Number of Neutral Careers		

Total Stories Male (No. 1 + 4 + 7 + 9 + 11) .... ______

Total Stories Female (No. 2 + 5 + 8 + 10 + 12) .... ______

Total Stories Male/Female Together (No. 3 + 6) .... ______

Total Stories Other (No. 13) .... ______

Total Stories .... ______

Career Roles/Men (Count each career once)
Total Different Careers ______

	Career/Freq.	Career/Freq.	Career/Freq.
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			

Neutral Careers
Total Diff. Careers ______

Career/Freq.

Career Roles/Women (Count each career once)
Total Different Careers ______

	Career/Freq.	Career/Freq.
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		

FORM B

ETHNIC MAJOR CHARACTERS/CAREERS BY SEX/RACE

SERIES TITLE ______________________________ DATE PUBLISHED ______________

TEXT TITLE ______________________________ READING LEVEL ______________

Ethnic Categories	TOTAL	Black	Native American	Mexican	Puerto Rican	Chinese	Japanese	Filipino	Non Identifiable Ethnic Min.
Reading Grade Level									
Number of Texts									
Total Stories									
Featuring Boys									
Featuring Girls									
Featuring Boys and Girls									
Featuring Adult Males									
Featuring Adult Females									
Featuring Adult Males and Females									
Folk Fantasy Male									
Folk Fantasy Female									
Featuring Male Animal									
Featuring Female Animal									
Featuring Male Biography									
Featuring Female Biography									
Other: Science, Neuter Animal, Total Race									
Total No. Careers assigned to Men									
Total No. Careers Assigned to Women									
Careers and Frequency - Men 1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									
9.									
10.									
Careers and Frequency - Women 1.									
2.									
3.									
4.									
5.									

FORM C

SUMMARY FORM FOR MAJOR CHARACTERS/CAREERS BY SEX

SERIES TITLE ______________________________ DATE PUBLISHED ______________

PUBLISHER ______________________________ GRADE LEVELS ______________

Record for Each Text

	TOTAL
TOTAL STORIES MALE	
TOTAL STORIES FEMALE	
TOTAL STORIES MALE/FEMALE TOGETHER	
TOTAL STORIES OTHER	
TOTAL STORIES IN SERIES	
TOTAL NUMBER OF CAREERS ASSIGNED TO MEN	
TOTAL NUMBER OF CAREERS ASSIGNED TO WOMEN	
TOTAL NUMBER OF NEUTRAL CAREERS	

TOTAL DIFFERENT CAREERS MEN ______

	Career/Freq.	Career/Freq.	Career/Freq.
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
31.			
32.			
33.			
34.			
35			
36.			
37.			
38.			
39.			
40.			

	TOTAL NEUTRAL CAREERS ______ Career/Freq.	TOTAL DIFFERENT CAREERS WOMEN ______ Career/Freq.
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		
26.		
27.		
28.		
29.		
30.		
31.		
32.		
33.		
34.		
35.		
36.		
37.		
38.		
39.		
40		

FORM D

SUMMARY FORM FOR ETHNIC MAJOR CHARACTERS AND CAREERS BY SEX/RACE

Series Title ______________________ Publisher ______________________ Date Published ______________

Grade Levels ______________

ETHNIC MAJOR CHARACTERS BY SEX/RACE

Ethnic Stories Total Stories	Black			Native American			Mexican			Puerto Rican			Chinese			Japanese			Filipino			Non-Identifiable			Ethnic Stories Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O

ETHNIC DIFFERENT CAREERS BY SEX/RACE

Series Total Different Careers			Black		Native American		Mexican		Puerto Rican		Chinese		Japanese		Filipino		Non-Identifiable Ethnic Min.	
Total	Male	Female	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F

		Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.
DIFFERENT CAREERS MEN	1.								
	2.								
	3.								
	4.								
	5.								
	6.								
	7.								
	8.								
	9.								
	10.								
	11.								
	12.								
	13.								
	14.								
DIFFERENT CAREERS WOMEN	1.								
	2.								
	3.								
	4.								
	5.								
	6.								
	7.								
	8.								

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)

MAJOR CHARACTERS SHOWN BY SEX

PROFILE 1

Total Stories	Male	Female	Male/Female Together	Other

ETHNIC MAJOR CHARACTERS SHOWN BY SEX/RACE

PROFILE 2

Ethnic Stories Total Stories	Black			Native American			Mexican			Puerto Rican			Chinese			Japanese			Filipino			Non-Identifiable Ethnic Min.			Ethnic Stories Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O

CAREERS BY SEX/RACE

PROFILE 3

ALL RACES DIFFERENT CAREERS			ETHNIC RACES DIFFERENT CAREERS			NEUTRAL DIFFERENT CAREERS
Total	Male	Female	Total	Male	Female	Total

ETHNIC DIFFERENT CAREERS SHOWN BY SEX/RACE

PROFILE 4

Black		Native American		Mexican		Puerto Rican		Chinese		Japanese		Filipino		Non-Identifiable Ethnic Min.	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F

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Chapter 5

Textbook Evaluations:
Major Characters
Careers

The process of thoroughly analyzing a textbook series is time consuming and often painstaking, requiring resources sometimes beyond the capacity of textbook selection committees. This chapter includes profiles of the 49 series on which this study is based. (New profiles will be published each year for comparison of current editions with earlier ones of the same series.)

The most striking observation to be made from examining these profiles is the enormity of the imbalance between males and females and between Anglos and ethnic minorities with regard to the career role models provided in public school texts. Career lists, including the frequency with which each career occurs in a given series, are presented without comment as to the relative status of these careers in American society. However, other researchers may wish to apply various socio-economic scales to the careers listed to determine whether the sexes and races are portrayed in stereotypic roles or careers. The "new career education" promoted by enthusiastic teachers may be undermined daily in texts that continue to present limited models for minorities and females.

In the following section, the profile of one series, the 1976 Scott, Foresman Reading Series, will be examined to guide the reader in the use of the analysis in Chapter 5. Each series profile consists of four sub-profiles and career lists by sex and race.

Profile 1 shows the number of stories or chapters featuring Males, Females, and Others. Stories showing neuter animals, entire races, scientific objects or boys and girls with equal leadership roles fall into the category of Other as major characters. Beneath each category is the percentage of the total represented by the given figure. In this series, for example, 34 of 248 stories (14 per cent) feature females as major characters.

Profile 2 records the number of stories in which Males (M), Females (F) and Others (O) in specific ethnic groups are given roles as major characters. In this sample, 39 of 248 stories (16 per cent) feature ethnic minorities as major characters. Blacks, for example, are given major roles in 21 stories, with Black males featured in 13 stories and Black females in 4. Four stories fall into the category of Other.

Profile 3 indicates the number of different careers portrayed in the series, categorized by sex and race. In the Scott, Foresman example, males of all races are shown in 222 careers and females are shown in 47 (18 per cent). Ethnic minorities are portrayed in 37 careers, with 30 going to ethnic males and 7 to ethnic females.

Profile 4 breaks down the ethnic sample in Profile 3 by groups. Thus, we find that Chinese Americans are shown in 9 careers, 7 for males and 2 for females.

Finally, the different careers named in the series are listed alphabetically, followed by the frequency of occurrence. For example, Astronaut - 12 means the career role of astronaut was shown 12 times, represented by a different person each time. The first list is for males of all races, followed by females of all races, ethnic minority males and ethnic minority females.

Several questions on interpreting the profiles may arise. For example, why is mother shown in the Scott, Foresman female career list 71 times and father is not shown on the male career list? The answer is that a career or occupation should provide the means of support for the adult in the selection, either directly or indirectly. Evidently no men derived a living from being fathers in this specific series.

Another question is why the number of careers does not equal the number of major characters. Several answers are possible: 1) major characters may be children, but only adults are assigned careers; 2) perhaps the major characters might be depicted in a non-career activity setting such as driving a car or hiking in the forest, therefore, no career was mentioned or illustrated; 3) sometimes the illustration of a person such as an astronaut might clearly show what the career is but the person portrayed was simply a decoration on the page and not included in the text of the story (hence astronaut would have been counted as a career role but not as a major character); and 4) a group, perhaps of soldiers, might be shown although not more than 10 would be counted (according to directions in Chapter 3) and none would have a major character role.

These examples of variations illustrate the importance of standardizing analysis procedures and reporting forms. It is time to begin a more scientific analysis of reading materials and to apply developing technology to the assessment and editing of textbooks.

MAJOR CHARACTER/CAREERS

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Allyn and Bacon	Sheldon Basic Reading Series (Grades 1 — [illegible])	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
416	241 58%	51 12%	124 30%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
124/416 = 30%	26 6%	5 1%	17 4%	21 5%	2 <1%	1 <1%	6 1%	1 <1%	2 <1%	0 0	0 0	0 0	1 <1%	6 1%	3 <1%	3 <1%	1 <1%	2 <1%	0 0	0 0	0 0	24 6%	0 0	3 <1%	[illegible] 19%	15 4%	[illegible] 7%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
160	140 88%	20 12%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
44	35	9

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
13	6	6	0	5	1	0	0	2	0	3	0	0	0	0	2

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Allyn and Bacon SERIES TITLE: Sheldon Basic Reading Series
GRADES 1 – 8 YEAR PUBLISHED: 1968

TOTAL NUMBER DIFFERENT CAREER ROLES = 140

A
Amusement Park Employee
Anthropologist
Aquanaut
Artifact Collector
Astronaut
Astronomer
Aviation Designer

B
Banana Grower
Bank Teller
Barber
Baseball Player (Professional)
Bee Keeper
Bicycle Shop Owner
Biochemist
Blacksmith
Boxer (Professional)
Bus Driver (City)
Bus Driver (School)
Butcher
Butler
Businessman

C
Cabin Boy
Captain (of Militia)
Carpenter
Carpet Layer
Cattle Rancher
Chief (Indian Tribe)
Conductor
Construction
Choir Master
City Maintenance Worker
Clown
Conservationist
Cook (Ship)
Cook (Train)
Cowboy
Custom House Official

D
Doctor
Dog Trainer
Druggist

E
Engineer (Owner)
Engineer (Road)
Engineer (Train)
Executive
Explorer

F
Farmer (Owner)
Farm Laborer (Transient)
Ferry Boat Operator
Fireman
Fisherman
Florist
Football Player (Professional)
Forester

G
Garbage Collector
Gardener
Geologist
Grocery Clerk
Guide

H
Hay Harvester
High-steel Construction Worker
Hockey Player (Professional)
Horse Trader
Humane Society Employee
Huntsman

I
Inn Keeper
Interpreter
Inventor

J
Janitor (School)
Jewelry Maker
Judge

K
Kennel Owner
King

L
Legislator
Logger

M
Magician
Mailman
Mechanic
Merchant
Milkman
Missionary
Music Conductor
Maestro
Miner

N
Naturalist
Newspaper Man

O
Ornithologist
Orderly

P
Paper Boy
Pararescue Man
Peddler
Pet Shop Owner
Pilot
Policeman
Pony Express Rider
Portrait Painter
Post Master
President of U. S.
Principal
Professor (college)

R
Radio Announcer
Railroad Crewman
Railroad Inspector
Rice Seller
Ruler

S
Sailor
Salesman (Balloon)
Salesman (Clothing)
Salesman (Fruit)
Salesman (Ice Cream)
Salesman (Insurance)
Salesman (Popcorn)
Scientist
Service Station Attendant
Sheepherder
Sheriff
Shoemaker
Shopkeeper
Silversmith

Skin Diver
Soldier
Steel Driver
Street Car Conductor
Subway Token Teller
Scholar
Singer
Storyteller

T

Television News Commentator
Tow Boat Crew
Track Coach (college)
Trader (trading post)
Train conductor
Trapper
Tree Farmer
Trolley Conductor
Truck Driver

V

Veterinarian

W

Warrior
Weaver
Woodcutter

Z

Zoo Keeper

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Allyn and Bacon SERIES TITLE: Sheldon Basic Reading Series

GRADES 1 – 8 YEAR PUBLISHED: 1968

TOTAL NUMBER DIFFERENT CAREER ROLES = 20

B

Beautician

C

Candy Shop Owner
Cleaning Woman

G

Gift Shop Owner

H

Housekeeper

L

Librarian

M

Mother

N

Nurse
Nursemaid

P

Poet
Princess

Q

Queen

R

Ranch Cook
Receptionist

S

Scientist
Singer
Social Reformer

T

Teacher
Tennis Player (Professional)
Trapper

W

Waitress
Weaver

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Allyn and Bacon *SERIES TITLE: Sheldon Basic Reading Series*

GRADES 1 – 8 *YEAR PUBLISHED: 1968*

TOTAL NUMBER DIFFERENT CAREER ROLES = 35

B
Boxer
Businessman
Butler

C
Cattleman
Chief
Conductor
Construction
Cowboy

E
Explorer

F
Farmer
Fisher
Football Player
Forester

G
Gardener

H
Hunter

I
Inventor

J
Judge

M
Maestro
Merchant
Miner

O
Orderly

P
Peddler
Pilot

R
Rice Seller
Ruler

S
Sailor
Scholar
Scientist
Shopmaker
Singer
Soldier
Storyteller

W
Warrior
Weaver
Woodcutter

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Allyn and Bacon *SERIES TITLE: Sheldon Basic Reading Series*

GRADES 1 – 8 *YEAR PUBLISHED: 1968*

TOTAL NUMBER DIFFERENT CAREER ROLES = 9

M
Mother

N
Nurse

P
Poet
Princess

S
Scientist
Singer

T
Tennis Pro
Trapper

W
Weaver

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Allyn and Bacon	**Sheldon Reading Series, Pacing Edition (Grades 1 — 6)**	**1973**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
328	**245** **75%**	**38** **11%**	**45** **14%**

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
64/328 = 19.5%	**19** **6%**	**6** **2%**	**2** **<1%**	**11** **3%**	**1** **<1%**	**2** **<1%**	**7** **2%**	**0** **0**	**0** **0**	**1** **<1%**	**0** **0**	**0** **0**	**1** **<1%**	**1** **<1%**	**0** **0**	**1** **<1%**	**3** **<1%**	**0** **0**	**0** **0**	**0** **0**	**0** **0**	**8** **2%**	**0** **0**	**1** **<1%**	**48** **15%**	**11** **3%**	**5** **1%**

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
226	**206** **91%**	**20** **9%**

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
35	**28**	**7**

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
12	**6**	**6**	**1**	**6**	**1**	**0**	**0**	**1**	**0**	**2**	**1**	**0**	**0**	**4**	**1**

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Allyn and Bacon *SERIES TITLE: Sheldon Reading Series*

GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 206

A

Air Force Man — 3
Aviator — 1
Assistant Sheriff — 1
Author — 1
Ambassador — 1
Admiral — 1

B

Big Game Hunter — 1
Basketball Pro — 1
Baker — 1
Butler — 1
Businessman — 5
Barber — 2
Bridge Builder — 1
Bus Driver — 8
Butcher — 1
Bee Keeper — 1
Banker — 1
Blacksmith — 4
Baseball Pro — 2
Ball Player — 1
Beggar — 1
Brakeman — 1
Burgomaster — 1

C

Collector — 1
Clerk — 1
Confectionary Worker — 1
Cobbler — 2
Cook — 3
Club Leader — 1
Coach — 2
Construction Worker — 1
Chief — 1
Clown — 1
Collector — 1
Champion Fighter — 1
Count — 1
Cowboy — 8
Conductor — 2
Commissioner — 1
Carpenter — 3
Captain — 6
Costumes — 1
Circus Strongman — 1
Chemist — 1
Camp Boss — 1
Courtier — 1
Cattleman — 1
Colonel — 1
College President — 1
Choirmaster — 1

D

Dealer — 1
Deliveryman — 3
Dentist — 1
Doctor — 18
Dwarf — 1
Drummer — 1
Dragons — 1
Driver — 1
Druggist — 7

E

Explorer — 6
Engineer — 3

F

Ferris Wheel Operator — 1
Farmer — 21
Fireman — 6
Fisher — 7
Fox Hunter — 1
Forester — 1
First Mate Engineer — 1
Football Player — 1
Firewarden — 1
Factory Owner — 1

G

Guitarist — 1
Grocer — 4
Garbageman — 2
Giant — 3
Gym Teacher — 1
General — 9
Ghost — 1
Gas Station Attendant — 1
Guide — 1
Governor — 2
Gov. General — 1

H

Hunter — 9
Hunter's Helper — 1
Heralds — 1

I

Ice Cream Man — 1
Indian Chief — 8
Inventor — 3
Inn Keeper — 1
Insurance Agent — 1

J

Janitor — 3
Judge — 3

K

Kennelman — 1
King — 12

L

Lord — 1
Landlord — 2
Laborers — 1
Lieutenant — 1
Lumberjack — 1
Lamplighter — 1
Lawyer — 1
Logger — 1

M

Mountain Guide —
Mason — 1
Mailman — 1
Monks — 2
Magician — 2
Messenger — 1
Mayor — 3
Merchant — 4
Medicineman — 1
Missionary — 1
Miller — 3
Marshal — 1
Miner — 1

N

Newspaper Man — 3
News Reporter — 1

O

Outlaw — 1
Office Worker — 1

P

Priest — 2
Poacher — 1
Prince — 1
Popcorn Man — 1

Policeman — 12
Pilot — 8
Principal — 4
Pet Store — 1
Painter — 1
Peddler — 4
Pet Shop Owner — 1
Patriot — 1
Prime Minister — 1
Postmaster — 2
Police Chief — 1
Packing Plant Owner — 1
Pig Hunter — 1
Printer — 1
Professor — 3
Parson — 2
Porter — 2
Pararescuer — 1
Pony Express Rider — 1

R
Repairman — 1
Road Repairman — 1
Robber — 4
Rancher — 2
Ranger — 2
Railroad Worker — 2
Riverman — 1
Revolutionary — 1

S
Steelworker — 1
Strongman — 1
Scientist — 2
Stone Mason — 1
Ship Builder — 1
Sheep Herder — 2
Storyteller — 1
Seaman — 3
Small Train Operator — 1
Small Boat Operator — 1
Salesman — 4
Store Clerk — 1
Service Station Attendant — 1
Sheriff — 2
Subway Ticket Taker — 1
Soldier — 8
Store Owner — 2
Servant — 6
Space Pilot — 1
Sergeant — 1
Surgeon — 1
Sultan — 1
Spies — 2
Store Owner — 1
Sheepman — 1
Ship Captain — 2
Second Mate — 1
Sailor — 3
Store Keeper — 2
Snake Charmer — 1
Sawyers — 1
Silversmith — 1

T
Tramp — 1
Truck Driver — 4
Tsar — 1
Teacher — 4
Thief — 1
Trapper — 2
Test Pilot — 1
Trader — 1
Trail Boss — 1
Traders — 1
Trooper — 1
Tile Maker — 1
Theater Owner — 1
Team Owner — 1

U
U. S. President — 9
U. S. Senator — 1

V
Veterinarian — 3

W
Whaler — 2
Weaver — 1
Waiter — 1
Warrior — 1
Wood Cutter — 3
Wrangler — 1

Z
Zoo Man — 3

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Allyn and Bacon   SERIES TITLE: Sheldon Reading Series

GRADES 1 – 6   YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 20

A
Abolitionist — 1

B
Beautician — 1

C
Cook — 3

K
Knitting Teacher — 1

L
Librarian — 14

M
Maintenance — 1
Maid — 1
Mother — 105

N
Nurse — 5

P
Princess — 2

Q
Queen — 3

S
Salesgirl — 1
Stewardess — 3
Shop Owner — 1
Slave — 1
Singer — 1
Storyteller — 1

T
Ticket Taker — 1
Teacher — 18

W
Witch — 2

MINORITIES-CAREERS ASSIGNED BY SEX-MALES

PUBLISHER: Allyn and Bacon SERIES TITLE: Sheldon Reading Series

GRADES 1 – 6 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 28

A
Airman — 1

B
Basketball Pro — 1
Baseball Pro — 1
Butler — 1

C
Clerk — 1
Cobbler — 1

F
Farmer — 3
Football Pro — 1
Fireman — 1
Fisher — 1

G
Guide — 1

H
Hunter's Helper — 1
Hunter — 2

I
Indian Chief — 3

K
King — 1

O
Office Worker — 1

P
Peddler — 1
Policeman — 1
Pilot — 1
Professor — 1
Porter — 1

S
Strongman — 1
Steel Worker — 1
Shepherd — 1
Soldier — 1

W
Warrior — 11
Weaver — 1
Woodcutter — 1

MINORITIES-CAREERS ASSIGNED BY SEX-FEMALES

PUBLISHER: Allyn and Bacon SERIES TITLE: Sheldon Reading Series

GRADES 1 – 6 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

A
Abolitionist — 1

L
Librarian — 11

M
Mother — 15

N
Nurse — 1

P
Poet — 1

S
Singer — 1
Storyteller — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Beckley-Cardy	Cowboy Sam (Grades PP—1)	

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
49	49 100%	0	0

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0/49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
14	12 86%	2 14%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
0	0	0

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Beckley-Cardy SERIES TITLE: Cowboy Sam

GRADES PP – 1 YEAR PUBLISHED: 1958-64

TOTAL NUMBER DIFFERENT CAREER ROLES = 12

A
Auctioneer — 1

B
Balloon Seller — 1
Barker — 1
Bakery Exhibit Judge — 1

C
Cowboy — 7

G
General Store Owner — 1
General Store Clerk — 1

R
Rancher — 1
Ranch Cook — 6
Ranch Owner — 3
Ranger — 1

V
Veterinarian — 2

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Beckley-Cardy SERIES TITLE: Cowboy Sam

GRADES PP – 1 YEAR PUBLISHED: 1958-64

TOTAL NUMBER DIFFERENT CAREER ROLES = 2

B
Bookstore Clerk — 1

W
Waitress — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Beckley-Cardy	Sailor Jack (Grades PP — 1)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
51	36 71%	14 27%	1 2%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0/51	0	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
12	11 92%	1 8%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
0	0	0

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Beckley-Cardy SERIES TITLE: Sailor Jack

GRADES PP – 1 YEAR PUBLISHED: 1960

TOTAL NUMBER DIFFERENT CAREER ROLES = 11

A
Admiral
Airplane Pilot

B
Baseball Player

C
Cook
Captain

H
Helicopter Pilot

J
Jet Pilot

R
Radio Operator
Radio Assistant

S
Sailor
Submarine Captain

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Beckley-Cardy SERIES TITLE: Sailor Jack

GRADES PP – 1 YEAR PUBLISHED: 1960

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

T
Teacher

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Beckley-Cardy	**Dan Frontier** **(Grades 1 — 3)**	**1961**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
53	**53** **100%**	**0**	**0**

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0/53	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES DIFFERENT CAREERS		
Total	Male	Female
15	**14** **93%**	**1** **7%**

MINORITY RACES DIFFERENT CAREERS		
Total	Male	Female
3	**2**	**1**

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
0	**0**	**2**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Beckley-Cardy   SERIES TITLE: Dan Frontier

GRADES 1 – 3   YEAR PUBLISHED: 1961

TOTAL NUMBER DIFFERENT CAREER ROLES = 14

B
Blacksmith — 1
Builder — 1

C
Captain — 1

F
Farmer — 1

G
Guard — 1

H
Hunter — 1

I
Indian Chief — 3

M
Major — 1

S
Scouts — 1
Sheriff — 1
Soldier — 1
Storekeeper — 1

T
Traders — 1

W
Warrior — 6

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Beckley-Cardy   SERIES TITLE: Dan Frontier

GRADES 1 – 3   YEAR PUBLISHED: 1961

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

M
Mother — 5

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Beckley-Cardy SERIES TITLE: Dan Frontier

GRADES 1 – 3 YEAR PUBLISHED: 1961

TOTAL NUMBER DIFFERENT CAREER ROLES = 2

I
Indian Chief — 3

W
Warrior — 6

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Beckley-Cardy SERIES TITLE: Dan Frontier

GRADES 1 – 3 YEAR PUBLISHED: 1961

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

M
Mother — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Benefic	**Tom Logan Series (Grades 1 — 3)**	**1966-71**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
54	**52 96%**	**1 2%**	**1 2%**

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0/54	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
37	**33 89%**	**4 11%**

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
2	**1**	**1**

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
0	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Benefic SERIES TITLE: Tom Logan

GRADES 1 – 3 YEAR PUBLISHED: 1966-71

TOTAL NUMBER DIFFERENT CAREER ROLES = 33

A
Animal Trainer — 1

B
Bandit — 1
Bank Clerk — 1

C
Clown — 1
Circus Boss — 1
Cowboy — 4
Construction Worker — 1
Circus Tall Man — 1
Circus Midget — 1
Chariot Racer — 1

F
Farmer — 1

G
Gold Miner — 2
Gymnast — 1

M
Mail Clerk — 1
Mayor — 1

P
Pony Express Rider — 1

R
Railroad Construction Worker — 2
Railroad Engineer — 1
Railroad Boss — 1
Rancher — 1

S
Soldier — 4
Storekeeper — 2
Stage Coach Driver — 2
Stage Coach Guard — 1
Silver Miner — 1

T
Telegrapher — 2
Track Boss — 1
Trapeze Artist — 1
Tight Rope Walker — 1

W
Wells Fargo Agent — 1
Warrior — 4
Waterboy — 1
Warrior — 5

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Benefic SERIES TITLE: Tom Logan

GRADES 1 – 3 YEAR PUBLISHED: 1966-71

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

C
Circus Fat Lady — 1
Circus Pretty Girl — 1

H
Horse Rider — 1

M
Mother — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Benefic SERIES TITLE: Tom Logan

GRADES 1 – 3 YEAR PUBLISHED: 1966-71

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

W
Warrior — 5

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Benefic SERIES TITLE: Tom Logan

GRADES 1 – 3 YEAR PUBLISHED: 1966-71

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

M
Mother — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Benziger, Inc.	**The Linguistic Readers (Grades 1 — 3)**	**1971**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
116	**47 41%**	**8 7%**	**61 52%**

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
11/116 = 9%	**1 <1%**	**3 3%**	**2 2%**	**3 3%**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**1 <1%**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**0 0**	**1 <1%**	**0 0**	**0 0**	**6 5%**	**3 3%**	**2 2%**

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
31	**27 87%**	**4 13%**

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
7	**3**	**4**

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
3	**4**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Benziger, Inc.   SERIES TITLE: The Linguistic Readers

GRADES 1 – 3   YEAR PUBLISHED: 1971

TOTAL NUMBER DIFFERENT CAREER ROLES = 27

B

Baker — 1
Blacksmith — 1

C

Club Leader — 1
Car Racer — 1
Cotton Picker — 1

D

Doctor — 5
Dentist — 1

F

Fisherman — 1
Farmer — 2
Factory Worker — 1

G

Garbage Man — 1

H

Horse Show Judge — 3

L

Landlord — 1

M

Mayor — 1
Mechanic — 1
Milkman — 1

P

Policeman — 3
Photographer — 1

R

Rancher — 1
Red Cross Employer — 1
Referee — 1

S

Spaceman — 1

T

Teacher — 1
Train Conductor — 1
Tow Truck Driver — 2

V

Veterinarian — 1

W

Weatherman — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Benziger, Inc.   SERIES TITLE: The Linguistic Readers

GRADES 1 – 3   YEAR PUBLISHED: 1971

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

M

Mother — 3

N

Nurse — 1

T

Teacher — 6

W

Wife — 6

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Benziger, Inc.   SERIES TITLE: The Linguistic Readers

GRADES 1 – 3   YEAR PUBLISHED: 1971

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

C

Cotton Picker — 1

P

Policeman — 2

V

Veterinarian — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Benziger, Inc.   SERIES TITLE: The Linguistic Readers

GRADES 1 – 3   YEAR PUBLISHED: 1971

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

H

Housewife — 2

M

Mother — 2

N

Nurse — 1

T

Teacher — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Economy Company	**Phonetic Keys to Reading (Grades 1 — 6)**	**1967**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
284	129 45%	44 16%	111 39%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
12/284 = 4%	0 0	0 0	0 0	7 2%	4 1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
114	103 90%	11 10%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
5	4	1

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
1	0	2	1	1	0	0	0	0	0	0	1	0	0	1	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Economy SERIES TITLE: Phonetic Keys to Reading

GRADES 1 – 6 YEAR PUBLISHED: 1967

TOTAL NUMBER DIFFERENT CAREER ROLES = 103

A

Agronomist
Assistant Scoutmaster
Artist
Astronaut
Astronomer
Athlete
Author

B

Baker
Balloonist
Banker
Baseball Team Manager
Brownie
Builder
Businessman

C

Carpenter
Chief
Clown
Climber
Coach
Conductor
County Agent
Cowboy

D

Deliveryman
Doctor
Dog Driver

E

Engineer
Explorer

F

Farmer
Fireman
Fisher
Foreman

G

Game Commissioner
Game Warden
Gardener
Government Man
Governor
Guard

H

Head Forester
Helicopter Pilot
Hunter

I

Ice Cream Man
Indian Guide

K

King
Knight

L

Law Clerk
Lieutenant
Lighthousekeeper
Lord

M

Machinist
Mailman
Medicineman
Messenger
Milkman
Miner
Minister
Movingman

O

Orderly
Outlaw

P

Painter
Physicist
Pilot
Pirate
Policeman
Post Office Worker
Postmaster
Prince
Privateer
Professor
Proprietor (General Store)
Psychologist

R

Radio Announcer
Rancher
Ranger
Retired Man
Retired Sea Captain
Robber
Ruler

S

Sailor
Schoolmaster
Science Teacher
Scientist
Seaman
Secret Agent
Servant
Sheriff
Shoemaker
Skin Diver
Skipper
Soldier
Stone Polisher

T

Tailor
Teacher
Technician
T. V. Cameraman
Trail Captain
Trainer of Wild Animals
Trapper
Trumpeter

V

Veterinarian

W

Watchman
Welldriller
Woodsman
Warrior

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Economy SERIES TITLE: Phonetic Keys to Reading

GRADES 1 – 6 YEAR PUBLISHED: 1967

TOTAL NUMBER DIFFERENT CAREER ROLES = 11

B
Beggar
Bird Farm Proprietor

G
Goddess

M
Mother

N
Nurse

P
Painter
Pet Store Owner

Q
Queen

S
Snake Charmer

T
Teacher

W
Witch

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Economy SERIES TITLE: Phonetic Keys to Reading

GRADES 1 – 6 YEAR PUBLISHED: 1967

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

B
Businessman

C
Chief

F
Farmer

W
Warrior

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Economy SERIES TITLE: Phonetic Keys to Reading

GRADES 1 – 6 YEAR PUBLISHED: 1967

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

M
Mother

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Economy Company	**Keys to Reading (Grades 1 — 8)**	**1971-1974**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
447	**219** **49%**	**87** **19%**	**141** **32%**

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
75/447 = 16.5%	**22** **4%**	**17** **4%**	**2** **<1%**	**8** **1%**	**3** **<1%**	**1** **<1%**	**3** **<1%**	**0** **0**	**0** **0**	**0** **0**	**0** **0**	**0** **0**	**1** **<1%**	**2** **1%**	**0** **0**	**1** **<1%**	**1** **<1%**	**0** **0**	**0** **0**	**0** **0**	**0** **0**	**9** **2%**	**4** **1%**	**1** **<1%**	**44** **10%**	**27** **6%**	**4** **<1%**

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
232	**194** **84%**	**38** **16%**

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
28	**24**	**4**

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
15	**3**	**5**	**1**	**1**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**3**	**1**

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Economy SERIES TITLE: Keys to Reading

GRADES 1 – 8 YEAR PUBLISHED: 1971-74

TOTAL NUMBER DIFFERENT CAREER ROLES = 194

A

Actor — 2
Amusement Ride Operator — 1
Antique Collector — 1
Apartment Manager — 1
Aquanaut — 1
Archeologist — 1
Architect — 1
Artist — 2
Astronaut — 2
Athletic Director —
Auctioneer — 1
Author — 3

B

Baker — 2
Ballet Master — 1
Balloonist — 1
Bank Robber — 1
Barber — 1
Burgomaster — 1
Blacksmith — 1
Brahman — 1
Building Inspector — 1
Bus Driver — 2
Businessman — 2

C

Camp Manager — 1
Camp Tender —
Campesina — 1
Carpenter — 4
Captain — 4
Chair Maker — 1
Chief — 1
Church Deacon — 1
Cleaner — 2
Clown — 2
Coach — 1
Commissioner of Parks — 1
Computer Engineer — 1
Con Artist — 1
Conductor — 2
Concession Owner — 1
Conservationist —
Construction Worker — 1
Cook — 1
Council Member — 2
Cowboy — 7
Custodian — 1

D

Dancer — 1
Deep Sea Diver — 1
Delivery Man — 3
Dentist — 4
Director — 1
Doctor — 14
Dog Catcher — 1
Doorman — 1
Draw Bridge Operator — 1

E

Ecologist — 2
Electrician — 1
Elevator Operator — 1
Emperor — 1
Entomologist — 1
Explorer — 7
Expressman — 1

F

Farmer — 15
Firefighter — 6
Fisherman — 3
Floor Walker — 1
Florist — 1
Flower Vendor — 1
Football Pro — 2
Foreman — 1
Fruit Vendor — 1

G

Gambler — 1
Game Warden — 2
Gardener — 4
General — 1
Giant — 2
Glass Maker — 1
Government Man — 1
Great Spirit — 1
Grocer — 5
Guard — 2

H

Handyman — 1
Headmaster — 1
Health Officer — 1
Holy Man — 1
Homesteader — 1
Horse Concessionaire — 1
Hunter — 3

I

Inspector — 1
Inventor — 8

J

Janitor — 1
Judge — 4
Junk Dealer — 2

K

King — 8
Knight — 2

L

Landlord — 2
Launderer — 2
Lawyer — 1
Lighthouse Keeper — 1
Logger — 5
Lumberjack — 1

M

Maestro — 1
Mailman — 3
Manager — 1
Map Maker — 1
Marquis — 1
Mason — 1
Mayor — 9
Medical Officer — 1
Merchant — 1
Messenger — 1
Meteorologist — 1
Migrant Worker — 1
Milkman — 3
Miner — 1
Minister — 1
Missionary — 1
Mountaineer — 1
Museum Director — 1
Musician — 14

N

Naturalist — 2
Newspaperman — 1
Nurseryman — 1

O

Office Worker — 1
Ornithologist — 1

P

Photographer — 1
Physicist — 1
Pilot — 2
Poet — 1
Policeman — 20
Porter — 1
Postmaster General — 1
President — 4
Priest — 2
Prime Minister — 3
Principal — 4
Prisoner — 3
Professor — 4
Psychiatrist — 1
Publisher — 1
Pusher (Narcotics) — 1

R

Radio Operator — 1
Railroad Worker — 1
Rancher — 4
Ranger — 4
Reporter — 3
Robber — 1

S

Sailor — 3
Sales Representative — 1
School Master — 1
Scientist — 14
Sculptor — 1
Secret Agent — 1
Sentry — 1
Sheep Shearer — 1
Shepherd — 1
Sheriff — 2
Ship Captain — 3
Shoemaker — 1
Shop Keeper — 1
Silversmith — 1
Skier — 1
Slave — 2
Slave Trader — 1
Social Worker — 1
Soldier — 7
Station Master — 1
Store Keeper — 3
Store Owner — 2
Storyteller — 1
Superintendent — 1
Surgeon General — 1

T

Taxi Cab Driver — 1
Teacher — 4
Television Reporter — 1
Test Pilot — 1
Thief — 1
Town Crier — 1
Tractor Operator — 1
Trader — 2
Truck Driver — 3
Tutor — 1

U

Undertaker — 1

V

Veteran — 1

W

Warden — 1
Warrior — 2
Weatherman — 2
Weaver — 1
Wildlife Scientist — 1
Wizard — 1
Worker — 2
Wrestler — 1

Z

Zoo Keeper — 2

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Economy   SERIES TITLE: Keys to Reading

GRADES 1 – 8   YEAR PUBLISHED: 1971-74

TOTAL NUMBER DIFFERENT CAREER ROLES = 38

A

Actress — 1
Artist — 1
Author — 2

B

Beggar — 1
Bookstore Operator — 1

C

Caseworker — 1
Cook — 4

D

Dancer — 1

E

Editor — 1
Empress — 1

F

Fairy — 1
Fisherwoman — 1
Florist — 1

G

Garbage Woman — 1
Goddess — 1
Governess — 1

H

Hired Girl — 1
Housekeeper — 1

I

Indian Guide — 1

L

Librarian — 2

M

Maid — 7
Missionary — 1
Mother — 94

N

Nanny — 1
Nun — 1
Nurse — 1
News Editor — 1

P

Pet Store Owner — 1
Princess — 1

Q

Queen — 3

R

Rancher — 1
Reporter — 2

S

Sales Clerk — 1
Secretary — 2
Shopkeeper — 2
Slave — 1

T

Teacher — 22

W

Waitress — 1
Wife — 3
Welfare Worker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Economy SERIES TITLE: Keys to Reading

GRADES 1 – 8 YEAR PUBLISHED: 1971-74

TOTAL NUMBER DIFFERENT CAREER ROLES = 23

A
Author — 1

C
Church Deacon — 1
Custodian — 1

E
Electrician — 1
Explorer — 1

F
Fireman — 1
Fisherman — 1
Football Pro — 1
Farmer — 1

G
Government Man — 1
Great Spirit — 1
Grocer — 2

H
Hunter — 1

L
Launderer — 2

M
Migrant Worker — 1

O
Office Worker — 1

S
Slave — 2
Store Owner — 1
Surgeon General — 1

T
Taxi Driver — 1
Teacher — 1

W
Worker — 2
Warrior — 2

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Economy SERIES TITLE: Keys to Reading

GRADES 1 – 8 YEAR PUBLISHED: 1971-74

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

G
Goddess — 1

M
Mother — 6

S
Slave — 1

T
Teacher — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Economy Company	**Keys to Reading (Grades 1 -- 6)**	**1975**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
394	200 51%	64 16%	130 33%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
67/394 = 17%	15 4%	10 3%	11 3%	6 2%	4 1%	4 1%	4 1%	3 <1%	1 <1%	2 <1%	0 0	0 0	3 <1%	1 <1%	1 <1%	0 0	1 <1%	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	31 8%	19 5%	17 4%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
321	275 86%	46 14%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
66	57	9

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
28	7	19	2	6	1	1	1	12	3	0	2	0	0	1	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Economy *SERIES TITLE: Keys to Reading*

GRADES 1 – 6 *YEAR PUBLISHED: 1975*

TOTAL NUMBER DIFFERENT CAREER ROLES = 275

A

Actor — 3
Adventurer — 1
Agent — 1
Alderman — 2
Antelope Priest — 1
Antique Collector — 1
Antique Dealer — 1
Apartment Manager — 1
Apartment Owner — 1
Apothecary — 1
Artist — 4
Astronaut — 1
Astronomer — 5
Athlete — 1
Author — 5

B

Baker — 1
Bandit — 3
Barber — 5
Bathysphere Man — 1
Bean Picker — 2
Biologist — 1
Bird Merchant — 1
Blacksmith — 1
Boatman — 4
Book Seller — 1
Bookstore Clerk — 1
Brahmin — 1
Burgomaster — 1
Burro Owner — 1
Bus Driver — 5
Businessman — 5
Buyer — 1

C

Cameraman — 1
Camp Manager — 1
Camp Tender — 1
Captain — 11
Cattle Rancher — 2
Chair Maker — 1
Chicken Man — 1
Chief — 6
Cleaner — 2
Clerk — 2
Clown — 2
Club Official — 1
Coach — 1
Coachman — 1
Cold Spirit — 1
Colonel — 1
Commander — 1
Commissioner — 3
Congressman — 2
Construction Man — 8
Cook — 6
Councilman — 5
Cowboy — 7
Crane Operator — 2
Crew Boss — 2
Cruise Head — 1
Curator — 2
Czar — 1

D

Deliveryman — 1
Dentist — 1
Diplomat — 3
Diver — 7
Dock Worker — 2
Doctor — 10
Dog Catcher — 1
Dog Trainer — 1
Doorman — 2
Dream Spinner — 1
Driver — 1
Dulcimer Maker — 1
Dwarf — 3

E

Elf — 3
Electrician — 3
Elevator Man — 1
Emperor — 5
Engineer — 1
Explorer — 17

F

Farmer — 31
Fiddler — 9
Fire Fighter — 4
Fireman — 5
Fish Market Man — 2
Fisherman — 20
Floorman — 1
Flower Maker — 1
Flower Vendor — 2
Foreman — 1
Forest Ranger — 4
Fruit Picker — 2
Fruit Vendor — 1
Fur Worker — 2

G

Gardener — 6
Gate Keeper — 1
General — 7
Giant — 2
Glassmaker — 3
God — 7
Government Worker — 1
Great Spirit — 4
Growth Spirit — 1
Grocer — 6
Guard — 1
Guide — 1

H

Handyman — 1
Harbor Master — 1
Hardware Clerk — 1
Head Ranger — 1
Headmaster — 2
Health Officer — 1
Helicopter Pilot — 4
Herald — 1
Herder — 1
Hired Man — 1
Hobo — 2
Houseboy — 2
Hunter — 3

I

Ice Cream Vendor — 1
Inspector — 1
Inventor — 13

J

Jailer — 1
Janitor — 1
Jeweler — 1
Jewelry Maker — 2
Judge — 8
Juggler — 2
Junk Man — 1

K

King — 15
Knight — 4

ALL RACES – MALES Continued

(Economy, Keys to Reading, Grades 1 – 6, 1975)

L

Landlord — 2
Launchman — 1
Lawyer — 3
Leader — 1
Leaf Painter — 1
Lighthouse Keeper — 3
Lobster Man — 2
Logger — 4
Lord High — 1
Lord Mayor — 1
Lumberman — 2

M

Magician — 2
Mail Carrier — 1
Mail Pilot — 1
Mailman — 1
Man Servant — 3
Manager — 1
Marshall — 2
Master — 1
Mathematician — 1
Mayor — 10
Medicineman — 2
Merchant — 3
Militiaman — 3
Milkman — 1
Miller — 1
Miner — 4
Mounted Police — 1
Mover — 2

N

Naturalist — 1
Navigator — 1
Newspaperman — 3
Newspaper Reporter — 2
Nurseryman — 1

O

Optician — 2
Outlaw — 2

P

Paperboy — 1
Paper Dealer — 1
Paymaster — 1
Peanut Vendor — 1
Photographer — 1
Pilot — 2
Pipe Maker — 1
Plumber — 1
Policeman — 31
Pony Express Rider — 2
Pony Ride Owner — 1
Postman — 1
Postmaster — 2
Potter — 3
Preacher — 2
Priest — 2
President — 6
Prime Minister — 2
Prince — 2
Printer — 2
Prize Fighter — 1
Professor — 1
Publisher — 2

R

Radio Operator — 1
Railroad Man — 2
Rain God — 1
Rancher — 4
Ranch Hand — 3
Ranger — 2
Referee — 1
Repairman — 2
Reporter — 1
Restaurant Owner — 1
Reverend — 1
River Pilot — 3
Riverman — 3
Robber — 1

S

Sailor — 19
Salesman — 1
Schoolmaster — 2
Scientist — 8
Scout — 2
Sculptor — 1
Sergeant — 2
Servant — 4
Sheep Shearer — 1
Shepherd — 3
Ship Captain — 4
Ship Pilot — 4
Shoe Maker — 1
Show Owner — 1
Shop Keeper — 2
Shop Owner — 1
Silversmith — 1
Singer — 4
Skipper — 4
Snake Priest — 1
Space Captain — 1
Space Crew — 5
Spaceman — 4
Slave — 12
Soldier — 21
Spy — 2
Statesman — 2
Station Agent — 1
Store Owner — 2
Storyteller — 1
Street Cleaner — 1
Street Worker — 1
Surgeon — 1
Surveyor — 1

T

T. V. Announcer — 1
Tailor — 2
Taxi Driver — 1
Teacher — 7
Telegraph Operator — 1
Test Pilot — 1
Thief — 2
Ticketman — 1
Town Crier — 1
Toy Maker — 1
Toy Shop Owner — 1
Trader — 1
Trapeze Man — 1
Tramp — 2
Trapper — 2
Trawler — 4
Tribal Chief — 1
Truck Driver — 6
Tsar — 1

U

U. S. President — 1

V

Vendor — 1
Veterinarian — 1

W

Wagon Driver — 1
Warden — 1
Warm Spirit — 1
Warrior — 10
Warrior God — 1
Weatherman — 1
Weaver — 2
Whaling Boat Skipper — 1
Wockie — 2
Wood Carver — 2
Wood Cutter — 1
Worker — 15

Y

Yachtman — 3

Z

Zoo Keeper — 1
Zoo Man — 1
Zoo Worker — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Economy *SERIES TITLE: Keys to Reading*
GRADES 1 – 6 *YEAR PUBLISHED: 1975*

TOTAL NUMBER DIFFERENT CAREER ROLES = 46

A
Actress — 3
Astronomer — 1
Author — 1

B
Biologist — 3
Bookstore Clerk — 1

C
Canary Trainer — 1
Case Worker — 1
Circus Fat Lady — 1

D
Dancer — 1

E
Empress — 1
Engineer — 1

F
Fairy — 1
Flowershop Owner — 1

G
Garbage Boat Woman — 1
Goddess — 1
Governess — 1

H
Hired Girl — 1

L
Librarian — 6

M
Maid — 8
Matron — 2
Mother — 100

N
Nurse — 2
Nursemaid — 1

P
Phone Operator — 1
Police Officer — 2
Potter — 1
Princess — 4

Q
Queen — 9

R
Rancher — 1
Reporter — 1
Researcher — 1

S
Saleslady — 1
Scientist — 1
Secretary — 1
Singer — 1
Slave — 2
Social Worker — 2
Spinner — 1
Suffragist — 5

T
T. V. Camerawoman — 1
T. V. Worker — 1
Teacher — 18
Trapeze Girl — 2
Typist — 1

W
Witch — 3
Worker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Economy *SERIES TITLE: Keys to Reading*
GRADES 1 – 6 *YEAR PUBLISHED: 1975*

TOTAL NUMBER DIFFERENT CAREER ROLES = 57

A
Antelope Priest — 1
Apartment Manager — 1
Artist — 2

B
Bean Picker — 1
Biologist — 1
Bird Merchant — 1
Burro Owner — 1
Businessman — 1

C
Chicken Man — 1
Chief — 4
Cleaner — 2
Cold Spirit — 1
Cook — 1

D
Deliveryman — 1
Doorman — 1
Dream Spinner — 1

E
Electrician — 1

F
Farmer — 5
Fireman — 3
Fish Market Man — 1
Fisherman — 4
Flower Vendor — 1

G
Gardener — 1
Great Spirit — 3
Grocer — 1
Growth Spirit — 1
Guide — 1

H
Helicopter Pilot — 1
Houseboy — 1
Hunter — 2

K
King — 1

L
Leaf Painter — 1

M
Mailman — 1
Medicineman — 1

P
Photographer — 1
Police Officer — 3
Potter — 1
Priest — 1
Prince — 1

R
Rain God — 1
Riverman — 1

S
Sailor — 2
Scout — 2
Servant — 2
Shepherd — 1
Ship Pilot — 1
Singer — 3
Slave — 3
Snake Priest — 1
Soldier — 2

T
T. V. Announcer — 1
Toy Maker — 1
Toy Shop Owner — 1
Tribal Chief — 1

W
Warm Spirit — 1
Warrior — 10
Worker — 2

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Economy *SERIES TITLE: Keys to Reading*
GRADES 1 – 6 *YEAR PUBLISHED: 1975*

TOTAL NUMBER DIFFERENT CAREER ROLES = 9

B
Biologist — 2

M
Maid — 5
Mother — 30

P
Police Officer — 1
Potter — 1
Princess — 1

S
Slave — 2

T
T. V. Camerawoman — 1
Teacher — 3

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Field Educational Publications	The Cornerstone Readers (Grades 1 — 5)	1970

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	74 [illegible]	11 8%	[illegible] [illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible]	1 <1%	0 0	0 0	0 0	1 <1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 <1%	1 <1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 >1%	2 >1%	0 0

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
87	76 87%	11 13%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
5	3	2

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
1	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Field Educational Education *SERIES TITLE: Cornerstone Readers*
GRADES 1 – 5 *YEAR PUBLISHED: 1970*

TOTAL NUMBER DIFFERENT CAREER ROLES = 76

A
Actor — 2
Adventurer — 1
Agent — 2
Ambulance Man — 2
Astronaut — 10
Attendant — 1
Author — 1

B
Bellboy — 1
Brakeman — 1
Bridge Builder — 4
Builder — 3
Bus Driver — 1

C
Captain — 1
Circus Helper — 1
Claim Owner — 1
Conductor — 1
Cowboy — 1
Crewman — 2

D
Detective — 1
Director — 1
Doctor — 1

E
Emperor — 1
Engineer — 1
Explorer — 5

F
Farmer — 7
Fireman — 3
Floor Director — 1

G
Gate Keeper — 1
Geologist — 2
Governor — 1

H
Highwayman — 1
Hunter — 4

I
Inventor — 7

K
King — 2
Knight — 1

L
Lumberjack — 1

M
Master — 1
Monk — 1
Mule Driver — 2

P
Paper Creator — 1
Park Ranger — 2
Poet — 1
Pilot — 2
Police — 1
President — 1
Prince — 1
Professor — 1
Prospector — 3

R
Rancher — 3
Reporter — 3

S
Scientist — 7
Secretary of State — 1
Senator — 1
Servant — 1
Skier — 1
Slave — 1
Space Worker — 1
Sponsor — 1
Store Owner — 1
Storeman — 1
Storyteller — 1

T
T. V. Announcer — 4
Teacher — 1
Tennis Pro — 1
Thief — 6
Trader — 2
Trainer — 1
Trapper — 1
Tree Trapper — 1
Truck Driver — 1

V
Viking — 6

W
Weaver — 1
Weatherman — 1
Worker — 1

Z
Zoo Keeper — 1
Zoologist — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Field Educational Education *SERIES TITLE: Cornerstone Readers*
GRADES 1 – 5 *YEAR PUBLISHED: 1970*

TOTAL NUMBER DIFFERENT CAREER ROLES = 11

E
Empress — 1

F
Fairy — 2

M
Mother — 16

P
Poet — 2

Q
Queen — 1

S
Saleslady — 1
Servant — 1
Skier — 1
Spinner — 1

T
Teacher — 4

W
Waitress — 2

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Field Educational Education *SERIES TITLE: Cornerstone Readers*
GRADES 1 – 5 *YEAR PUBLISHED: 1970*

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

E
Emperor — 1

S
Servant — 1
Storeman — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Field Educational Education *SERIES TITLE: Cornerstone Readers*
GRADES 1 – 5 *YEAR PUBLISHED: 1970*

TOTAL NUMBER DIFFERENT CAREER ROLES = 2

E
Empress — 1

S
Servant — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
[illegible]	Reading 360 (Grades 2 — 6)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	[illegible]	[illegible]	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	0	[illegible]	0	0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES — DIFFERENT CAREERS

Total	Male	Female
[illegible]	[illegible]	[illegible]

MINORITY RACES — DIFFERENT CAREERS

Total	Male	Female
[illegible]	[illegible]	[illegible]

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
[illegible]	[illegible]	[illegible]	1	2	1	0	0	1	0	2	1	[illegible]	[illegible]	[illegible]	[illegible]

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Ginn *SERIES TITLE: Reading 360*
GRADES 1 – 6 *YEAR PUBLISHED: 1969*

TOTAL NUMBER DIFFERENT CAREER ROLES = 68

A
Astronaut — 2
Air Controller — 1
Author — 1
Adventurer — 1

B
Barber — 1
Businessman — 2
Baker — 1
Bus Driver — 1
Boatman — 1

C
Chief Controller — 1
Carpenter — 1
Coach — 1
Conductor — 2
Climber — 1
Cook — 1
Circus Worker — 1
Construction Worker — 1
Chief — 1
Clock Maker — 1
Coolie — 1

D
Doorman — 1
Doctor — 2
Diver — 2

E
Elevator Operator — 1
Errand Runner — 1

F
Fur Trader — 1
Farmer — 5
Fisher — 1
Flute Player — 1
Fireman — 2
Falcon Trainer — 1

G
Guide — 1

H
Hunter — 4
Herdsman — 1
Headman — 1
Helicopter Pilot — 1

K
King — 1

L
Lighthouse Tender — 1
Lumberman — 1

M
Milkman — 1
Mayor — 1

N
Newspaper Deliveryman — 1

P
Policeman — 5
Printer — 1
Postal Worker — 1
Pilot — 2
Photographer — 1
Principal — 1
Prince — 1
Postman — 1

R
Reporter — 1
Radio Announcer — 1
Ranch Hand — 1

S
Spearfisher — 1
Scientist — 1
Scholar — 1
Shoe Repairman — 1
Salesman — 1
Shoe Clerk — 1
Storekeeper — 1
Sports Arena Manager — 1
Sailor — 2

T
Trader — 1
Teacher — 1
Truck Driver — 1
Trapper — 1

W
Warrior — 3

Z
Zoo Director — 2

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn *SERIES TITLE: **Reading 360***
GRADES 1 – 6 *YEAR PUBLISHED: 1969*

TOTAL NUMBER DIFFERENT CAREER ROLES = 11

C
Cake Seller — 1

D
Dress Shop Owner — 1

F
Fairy — 1

J
Janitor — 1

M
Mother — 25

N
Nurse — 1

P
Post Office Worker — 1

Q
Queen — 2

S
Saleslady — 3

T
Teacher — 4

W
Waitress — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Ginn *SERIES TITLE: **Reading 360***
GRADES 1 – 6 *YEAR PUBLISHED: 1969*

TOTAL NUMBER DIFFERENT CAREER ROLES = 23

B
Businessman — 1
Bus Driver — 1
Boatman — 1

C
Chief — 1
Construction Worker — 1
Chief Controller — 1
Clock Maker — 1
Coolie — 1

D
Diver — 2

F
Farmer — 1
Flute Player — 1

H
Hunter — 3
Headman — 1
Helicopter Pilot — 1

M
Mayor — 1

P
Policeman — 4

S
Shoe Repairman — 1
Scientist — 1
Sailor — 1

T
Teacher — 1
Truck Driver — 1
Trader — 1

W
Warrior — 3

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn *SERIES TITLE: Reading 360*
GRADES 1 – 6 *YEAR PUBLISHED: 1969*

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

C
Cake Seller — 1

M
Mother — 15

T
Teacher — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Ginn and Company	Reading 360 (Grades 1 — 8)	1978

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	262 73%	50 14%	[illegible] 13%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
47 361 = 13%	27 8%	9 2%	0 0	5 1%	4 1%	1 <1%	5 1%	1 <1%	0 0	0 0	0 0	0 0	2 <1%	1 <1%	0 0	1 <1%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
325	281 86%	44 14%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
66	53	13

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
27	4	7	5	7	4	1	0	7	1	3	1	[illegible]	[illegible]	11	[illegible]

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Ginn *SERIES TITLE: Reading 360*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 281

A

Air Controller — 1
Airport Worker — 1
Animal Trainer — 1
Anthropologist — 1
Arena Boss — 1
Army Officer — 2
Artist — 2
Assistant Principal — 1
Astronaut — 13
Army Space Pilot — 1
Ambassador — 1
Admiral — 1
Actor — 2
Author — 3
Agriculturist — 1
Astronomer — 1
Athlete — 1
Announcer — 1

B

Balloonist — 2
Businessman — 3
Builder — 2
Banker — 1
Baseball Pro — 4
Bus Driver — 5
Basketball Pro — 1
Bar Keeper — 1
Boat Builder — 1
Bandit — 2
Boss — 2
Blacksmith — 1
Beggar — 1
Barber — 1
Bag Piper — 5
Bos'n — 1

C

Captain — 9
Chairman — 1
Camel Driver — 1
Chief — 6
Coach — 3
Catholic Brother — 1
Car Wash Attendant — 1
Carpenter — 1
Customs Inspector — 1
Congressman — 1
Cart Driver — 1
Cattle Driver — 1
Coast Officer — 1
Controlman — 1
Coppersmith — 1
Corporal — 1
Cook — 1
Chancellor — 1
Circus Owner — 1
Crewman — 1
Clerk — 1
Carpet Layer — 1
Constable — 1
Count — 1
Cameraman — 1
Conductor — 1
Cobbler — 1
Coolie — 4
Clock Repairman — 1
Cowhand — 3
Chief of Police — 1
Cartoonist — 1
Cowboy — 1

D

Doctor — 13
Dancer — 1
Dentist — 1
Disc Jockey — 2
Dean of Department — 1
Deck Helper — 1
Drummer — 1
Dredgers — 1
Doorman — 2

E

Engineer — 3
Explorer — 19
Emperor — 1
Ecologist — 1
Elephant Worker — 1

F

Farmer — 25
Frontiersman — 1
Farm Worker — 1
Factory Owner — 1
Football Player — 13
Foreman — 1
Factory Worker — 1
Firefighter — 2
Fur Trader — 1
Falconer — 1
Fisherman — 17
Flute Player — 1

G

Gameskeeper — 1
Governor — 2
General — 5
Guard — 2
Geography Professor — 1
Garage Man — 1
Goblin — 1
Guide — 2
Geologist — 1
Garbageman — 1
Gardener — 1

H

High Chief — 1
Hardware Clerk — 1
Headman — 1
Herdsman — 1
Hired Man — 1
Herald — 1
Hotel Owner — 1
Health Specialist — 1
Hunter — 33
Horse Thief — 1
Harbor Master — 1

I

Inventor — 4
Indian Chief — 3
Indian Ruler — 1
Ice Man — 1
Indian — 1
Inn Keeper — 1

J

Judge — 1
Jockey — 1
Junk Collector — 1

K

King — 17

L

Lawyer — 3
Land Owner — 1
Landlord — 2
Launderer — 1

ALL RACES – MALES Continued

(Ginn, Reading 360, Grades 1 – 6, 1973)

Lighthouse Operator — 1
Lieutenant — 1
Lumberman — 1
Laborer — 16

M

Minister — 2
Manager — 1
Mill Worker — 1
Miner — 1
Marine — 1
Math Professor — 1
Military Aide — 1
Mover — 3
Meterologist — 1
Museum Owner — 1
Mountain Climber — 1
Minstrel — 1
Musician — 17
Mate — 1
Medical Instructor — 1
Mechanic — 1
Merchant — 2
Mayor — 5
Magistrate — 1
Milkman — 1
Miller — 1
Magic Man — 1
Mailman — 1
Mathematician — 1
Merry-Go-Round Operator — 1

N

Night Watchman — 1
News Editor — 1
Naturalist — 1
Newsman — 1
Newspaper Delivery — 1
Nobleman — 2

O

Overseer — 1
Outlaw — 1
Officer — 2

P

Principal — 2
Preacher — 1
Police Officer — 20
Performer — 4
Poet — 3
Politician — 2
President — 7
Piano Teacher — 1
Pilot — 6
Porter — 4
Pirate — 1
Planter — 1
Potter — 1
Paleontologist — 1
Publisher — 2
Poet Song Writer — 1
Priest — 3
Professor — 4
Postal Clerk — 1
Prince — 3
Prime Minister — 1
Plume Hunter — 1
Pastor — 1
Photographer — 1
Pet Shop Clerk — 1
Palace Guard — 1
Peasant — 1
Pet Store Owner — 1
P. A. Announcer — 2

Q

Quarry Worker — 1

R

Royal Ranger — 1
Rancher — 2
Railroad Worker — 2
Railroad Owner — 1
Rock Musician — 2
Radio Announcer — 1
Referee — 2
Radio Operator — 1
Reporter — 3
Robbers — 1
Re-write Person — 1
Repairman — 1
Ruler — 1

S

Sign Maker — 1
Sculptor — 1
Shoe Repairman — 2
Sergeant — 1
Song Writer — 2
Soldier — 14
Scientist — 13
Sheriff — 1
Shepherd — 2
Statesman — 2
Sheep Farmer — 1
Spaceman — 10
Senator — 1
Servant — 1
Supreme Court Justice — 1
Space Visitor — 1
Substitute Teacher — 1
Ship Captain — 1
Surgeon — 2
Store Keeper — 3
Sales Clerk — 5
Secretary — 1
Space Engineer — 1
Spearman — 1
Seaman — 7
Scholar — 2
Ship Owner — 1
Spear Fisherman — 12
Singer — 1
Slave — 1
Sea Captain — 1
Soothsayer — 1
Surveyor — 2
Secretary of State — 1
Shoemaker — 1
Snow Worker — 1
Ship Builder — 1
Skater — 1
State Trooper — 1
Store Owner — 6
Savage — 12

T

Tailor — 2
Trooper — 1
Teacher — 7
Teamster — 1
Truck Driver — 7
Technician — 1
Tank Driver — 1
Tennis Player — 1
Truck Loader — 1
Taxi Driver — 1
Trader — 1
Troll — 1
Ticket Taker — 1
Trappers — 1
Trolley Car Driver — 1

U

Under Secretary of State — 1

V

Vendor — 4

W

Wrecker — 1
Workman — 1
Weatherman — 1
Warrior — 65
Waiter — 1
Woodsman — 1
Wagon Driver — 1
Writer — 1
Weaver — 1
Water Carrier — 41

Y

Yardworker — 1

Z

Zoo Keeper — 3
Zoo Director — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn *SERIES TITLE: Reading 360*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 44

A
Apartment Owner — 1

C
Cook — 2
Chambermaid — 2
Clerk — 2
Chemist — 2

D
Dancer — 2
Diver — 3
Dress Shop Clerk — 1

F
Factory Worker — 4
Faculty Member — 1
Fairy — 2
Field Worker — 1

G
Gift Shop Owner — 1
Goddess — 1

H
Housewife — 2
Housekeeper — 4
Housemother — 1
Hostess — 1

J
Journalist — 2

L
Ladies-in-Waiting — 1

M
Mother — 121
Maid — 4
Movie Star — 1

N
Nurse — 4

O
Owner — 1

P
Poet — 1
Photographer — 1
Professor — 1
Princess — 2

Q
Queen — 3

R
Rock Musician — 1

S
Singer — 4
Secretary — 2
Stewardess — 1
Store Clerk — 2
Spacewoman — 1
Store Owner — 2
Scientist — 1
Shopkeeper — 1

T
Teacher — 21

V
Vendor — 1

W
Witch — 2
Weaver - 3
Waitress — 1

MINORITIES – CAREERS ASSIGNED BY SEX – MALES

PUBLISHER: Ginn *SERIES TITLE: Reading 360*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 53

A
Ambassador — 1
Astronomer — 1
Air Controller — 1
Athlete — 1

B
Builder — 7
Businessman — 1
Bandit — 1
Bag Piper — 4

C
Coolie — 4
Clock Repairman — 1
Camel Driver — 1
Chief — 1
Cameraman — 1

D
Doctor — 2

E
Explorer — 2

F
Fisherman — 11
Farmer — 3
Factory Owner — 1
Flute Player — 1

G
Gardener — 1

H
Hunter — 18
Headman — 1
Herdsman — 1
High Chief — 1

I
Inventor — 1

K
King — 1

L
Laborer — 16

M
Musician — 11
Merry-Go-Round Operator — 1
Mayor — 3
Mountain Climber — 1

N
Nobleman — 2

P
Photographer — 1
Porter — 1
Publisher — 1
Potter — 1
Peasant — 1

R
Ruler — 1

S
Slave — 1
Singer — 3
Soldier — 6
Surveyor — 1
Spearfisherman — 11
Servant — 1
Shoe Repairman — 1
Songwriter — 1
Scholar — 1
Savage — 12

T
Teacher — 1
Truck Driver — 1

V
Vendor — 4

W
Water Carrier — 1
Warrior — 41

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn *SERIES TITLE: Reading 360*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 13

C
Chemist — 2

D
Diver — 2

F
Field Worker — 1
Factory Worker — 1

G
Gift Shop Owner — 1

H
Housekeeper — 1

M
Mother — 24

O
Owner — 1

S
Singer — 3
Shopkeeper — 1

T
Teacher — 1

V
Vendor — 1

W
Weaver — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Ginn and Company	Voices in Literature, Language, and Composition (Grades 7 — 9)	1974

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
99	90 91%	3 3%	6 6%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
19/99 = 19%	14 14%	0 0	1 1%	1 3%	0 3%	0 0	0 0	0 0	0 0	1 1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 2%	0 0	0 0	18 18%	0 0	1 1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
241	213 88%	28 12%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
32	27	5

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
21	5	3	0	0	0	0	0	0	0	0	0	0	0	4	0

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ALL RACES-CAREERS ASSIGNED BY SEX-MALES

PUBLISHER: Ginn SERIES TITLE: Voices in Literature, Language, & Composition
GRADES 7 – 9 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 213

A

Aborigine — 5
Actor — 5
Aeronautical Engineer — 1
Agency Physician — 1
Airway Controller — 1
Ambulance Driver — 1
Animal Caretaker — 1
Animal Importer — 1
Army Officer — 1
Art Chairman — 1
Artist — 3
Assistant Artist — 5
Associate Professor — 1
Astronaut — 3
Attorney — 2
Author — 4

B

Bailiff — 2
Ball Pitcher — 1
Barber — 1
Bartender — 1
Baseball Player — 11
Bee Keeper — 1
Black Leader — 1
Black Panther — 9
Blacksmith — 1
Boxer — 2
Bum — 1
Bus Driver — 1
Businessman — 2
Butcher — 1
Butler — 3

C

Cafe Owner — 1
Captain — 1
Car Designer — 1
Catcher — 1
Chauffeur — 3
Chemist — 1
Civil Defenseman — 2
Colonel — 1
Colonial Official — 1
Comedian — 1
Composer — 1
Congressman — 1
Construction Worker — 1
Consul — 2
Convict — 1
Cook — 6
Cop — 5
Correction Officer — 1
Correspondent — 1
Counterman — 2
Customs Man — 1
Chief — 3

D

Dean — 1
Delegate — 1
Deputy Sheriff — 2
Doctor — 9
Doorman — 1
Driver — 2
Druggist — 1

E

Electrician — 1
Elevator Man — 1
Employer — 2
Engineer — 1
Explorer — 1
Ex-Wrangler — 1

F

F. B. I. Man — 2
Farmer — 9
Federal Marshal — 2
Film Director — 1
Fire Fighter — 200
Fisherman — 6
Foreman — 1
Forestry Director — 1
French Separatist — 1
Fruit Stand Worker — 1
Fur Trader — 2

G

Gas Crewman — 2
Gas and Electric Spokesman — 1
General — 2
Geological Chief — 1
Geologist — 1
God — 2
God Ruler — 1
Government Attache — 2
Grocer — 1
Guard — 3
Guide — 1
Gym Teacher — 1

H

Herpetologist — 1
Horseman — 3
House Boy — 1
Hunter — 1

I

Iron and Steel Manufacturer — 1
Indian Agent — 1
Inspector — 1
Instructor — 1
Insurance Appraiser — 2
Insurance Man — 1

J

Janitor — 2
Judge — 12
Junkie — 2
Juror — 12
Justice of the Peace — 1

K

Killer — 2
King — 1

L

Lawyer — 2
Lieutenant — 2
Logger — 1
Longshoreman — 1
Lumberjack — 2
Lunchroom Attendant — 1

M

Magazine Reporter — 1
Mailman — 1
Manager — 2
Marine — 4
Mate — 2
Mayor — 1
Medicineman — 1
Military Pilot — 2
Mission Minister — 1
Monster Hunter — 2
Motorcycle Police — 2
Movie Producer — 3
Movie Star — 1
Murderer — 1

N

Narrator — 2
Naturalist — 3

ALL RACES – MALES Continued

(Ginn; Language, & Composition; Grades 7 – 9; 1974)

Navigator — 1
Newswriter — 1
Newsman — 2

O

Oceanographer — 1
Office Worker — 1
Official — 2
Optometrist — 1

P

Packer — 2
Packing House Worker — 1
Painter — 1
Parole Officer — 1
Patrolman — 2
Phenomena Investigator — 1
Physician — 2
Piedpiper — 1
Pilot — 7
Pitcher — 1
Polar Bear Hunter — 3
Police — 13
Police Lieutenant — 1
Police Trooper — 1
Policeman — 1
Pope — 1
Porter — 2
Preacher — 1
President — 1
Priest — 1
Prince — 1
Principal — 4
Prisoner — 3
Printer — 1
Professor — 1
Publisher — 1
Pullman Porter — 1

R

Rancher — 1
Registry Man — 2
Reporter — 7
Reverend — 1
Riverboat Man — 2

S

Sailor — 16
Scientist — 3
Sculptor — 1
Seal Hunter — 1
Senator — 1
Sentry — 1
Sergeant — 3
Servant — 1
Sheep Grazer — 1
Sheriff — 1
Shoe Shine Boy — 1
Shortstop — 2
Slave — 1
Soldier — 18
Sorcerer — 1
Space Controller — 2
Space Controlman — 1
Spaceman — 3
Store Keeper — 1
Store Owner — 1
Student — 1
Sun God — 1
Supreme Court — 8
Superintendent — 1
Supervisor — 1
Singer — 1

T

Tavern Owner — 1
Taxi Driver — 2
Taxicab Man — 2
Technician — 1
Teacher — 4
Thief — 1
Tow Truck Operator — 1
Trapper — 3
Trumpet Player — 1
Tutor — 1

U

Umpire — 1
Undertaker — 1

W

Waiter — 1
Water Bailiff — 1
Western Union Man — 1
Warrior — 5

Z

Zoo Attendant — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn SERIES TITLE: Voices in Literature, Language, & Composition
GRADES 7 – 9 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 28

A
Actress — 1

B
Bailiff — 1
Barmaid — 1
Beauty Shop Worker — 1

C
Chief Operator — 1
Cook — 2

D
Domestic — 1

E
Employer — 1

F
File Clerk — 1

G
Goddess — 1
Governess — 1
Gym Teacher — 1

H
Hospital Matron — 1

M
Maid — 3
Mother — 32

N
Nun — 2
Nurse — 3

P
Phenomena Investigator — 1
Phone Operator — 5

R
Reporter — 1

S
Salesgirl — 1
Secretary — 1
Servant — 2
Singer — 1
Stenographer — 1
Swim Instructor — 1

T
Teacher — 13

W
Water Nymph — 2

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Ginn SERIES TITLE: Voices in Literature, Language, & Composition
GRADES 7 – 9 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 27

A
Aborigine — 5
Actor — 5
Animal Caretaker — 1
Artist — 1

B
Black Leader — 1
Black Panther — 9
Boxer — 1
Butler — 1

C
Chauffeur — 1
Chief — 3
Comedian — 1
Construction Worker — 1
Convict — 1
Cook — 2

F
Foreman — 1

I
Insurance Man — 1

L
Lawyer — 1

M
Mailman — 1
Medicineman — 1

P
Packing House Worker — 1
Physician — 2
Porter — 1
Pullman Porter — 1

S
Singer — 1
Soldier — 1

T
Teacher — 2

W
Warrior — 5

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn SERIES TITLE: Voices in Literature, Language, & Composition
GRADES 7 – 9 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 5

B
Beauty Shop Worker — 1

C
Cook — 1

D
Domestic — 1

M
Maid — 1
Mother — 7

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
[illegible]	[illegible]	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	[illegible]	[illegible]	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES DIFFERENT CAREERS

Total	Male	Female
285	247 84%	48 16%

MINORITY RACES DIFFERENT CAREERS

Total	Male	Female
48	34	14

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
20	8	4	5	[illegible]	1	5	3	4	1	2	1	[illegible]	0	7	2

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ALL ROLES/CAREERS ASSI[illegible]

***PUBLISHER:* Ginn** ***SERIES TITLE:* Reading 720**

GRADES 1 – 6 ***YEAR PUBLISHED:* 1976**

TOTAL NUMBER DIFFERENT CAREER ROLES =247

A
Actor — 2
Advertiser — 1
Admiral — 1
Airport Official — 1
Anthropologist — 1
Apartment Manager — 1
Apprentice — 5
Apprentice Master — 1
Astronomer — 1
Archeologist — 2
Archivist — 1
Arena Boss — 1
Arena Worker — 1
Army Leader — 1
Assistant Author — 1
Astronaut — 8
Attorney — 1
Author — 8

B
Baker — 2
Bailiff — 1
Ballet Master — 1
Bandit — 2
Barber — 2
Baseball Manager — 1
Baseball Player — 1
Beggar — 1
Blacksmith — 3
Boat Builder — 4
Book Publisher — 1
Bookstore Owner — 1
Breadboy — 1
Builder — 5
Bulldozer — 1
Bus Driver — 2
Businessman — 1
Butcher — 1

C
Cabin Boy — 1
Cabinet Maker — 1
Cameraman — 5
Captain — 8
Carter — 2
Cattleman — 2
Chairman — 1
Chief — 6
Chief Official — 1
Clerk — 4
Coach — 2
Coachman — 1
Coast Guard — 2
Cobbler — 1
Colonel — 1
Commander — 1
Commodore — 1
Conductor — 4
Constable — 4
Construction — 7
Conquistador — 2
Cook — 9
Councilor — 2
Courtier — 2
Cowboy — 1
Cowman — 2
Craftman — 2
Crew — 10

D
Deep Sea Fisherman — 2
Deputy Sheriff — 1
Director — 1
Diver — 1
Doctor — 5
Dollman — 1
Doorman — 1
Dragon Slayer — 1
Druggist — 1
Drummer (jungle) — 1

E
Editor — 4
Elder — 1
Elf — 7
Emperor — 2
Engineer — 1
Engraver — 1
Equipment Operator — 1
Errand Boy — 1
Explorer — 6

F
Farmer — 11
Fish & Game Man — 2
Fisherman — 16
Fishing Boat Owner — 1
Firefighter — 5
Fireman — 8
Florist — 1
Forest Ranger — 1
Fortune Teller — 1
Fur Hunter — 1

G
Gas Meterman — 1
Gas Station Attendant — 1
General — 2
Geologist — 1
Giant — 2
God — 16
Governor — 3
Governor's Secretary — 1
Griot Historian — 1
Grocer — 1
Guard — 5
Guide — 3

H
Harbor Master — 1
Head Brakeman — 1
Head Man — 1
Helicopter Pilot — 3
Herdsman — 1
Holy Man — 1
Housing Inspector — 1
Housing Policeman — 2
Hunter — 13

I
Inn Keeper — 4
Investor — 4
Inspector — 1

J
Jewelry Maker — 1
Judge — 1

K
King — 6
Kitchen Helper — 1
Knight — 4

L
Landlord — 1
Language Expert — 1
Lawyer — 1
Lieutenant — 1
Lighthouse Assistant — 1
Lighthouse Keeper — 5
Logger — 6
Lord Chamberlain — 1
Lumberman — 1

M

Machinist — 1
Magician — 1
Mailman — 1
Mandarin — 1
Mayor — 7
Merchant — 4
Minister — 2
Monk — 2
Moving Man — 2
Mountain Climber — 3
Music Computer Maker — 1
Musician — 1
Merchant Marine — 1

N

Naturalist — 2
Naturalist Poet — 1
Navigator — 2
Navyman — 2

O

Officer — 1
Oracle — 1

P

Paleontologist — 3
Park Attendant — 1
Painter — 1
Pastor — 1
Peddler — 1
Pet Store Owner — 1
Photographer — 1
Physicist — 1
Pilot — 5
Pirate — 2
Plume Hunter — 1
Poet — 1
Police Chief — 2
Policeman — 8
Pony Express Rider — 1
Porter — 3
Portrait Painter — 1
Postmaster — 1
Precious Stone Buyer — 1
President — 6
Prince — 4
Privateer — 1
Professor — 1
Prospector — 1

R

Rancher — 1
Ranger — 1
Rear Brakeman — 1
Rendering Plant Owner — 2
Reporter — 2
Road Builder — 5
Robber — 2
Rocket Inventor — 2
Ropemaker — 1
Roller Machine Operator — 1
Roundhouse Man — 2

S

Sailor — 9
Saint — 1
Scholar — 1
Scientist — 8
Sea Captain — 4
Sea God — 2
Sentry — 2
Sheepman — 2
Shepherd — 3
Sheriff — 1
Ship Owner — 2
Ship's Agent — 2
Shipyard Worker — 1
Shoemaker — 1
Shop Owner — 2
Sign Maker — 2
Singer — 1
Slave — 4
Slave Catcher — 1
Soldier — 18
Spaceman — 2
Space Engineer — 1
Spear Fisherman — 1
Store Keeper — 2
Store Owner — 1
Story Teller — 1
Street Cleaner — 2
Supervisor — 1
Switchman — 1
Supervisor — 1
Surgeon-Dentist — 1
Surveyor — 2

T

T. V. Cameraman — 1
T. V. Producer — 1
T. V. Star — 1
Tailor — 1
Tavern Owner — 1
Taxicab Driver — 1
Teacher — 7
Thief — 1
Timber Worker — 1
Thunder God — 1
Ticket Taker — 1
Town Crier — 1
Trader — 5
Trapper — 1
Troll — 1
Truck Driver — 4
Tutor — 1

U

U. S. Sailor — 2

V

Viking — 1
Village Chief — 1

W

Warrior — 4
Weatherman — 2
Weaver — 1
Wiseman — 1
Witch Wizard — 1
Woodsman — 3
Worker — 3
Workman — 2

Z

Zoo Man — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn *SERIES TITLE: Reading 720*
GRADES 1 – 6 *YEAR PUBLISHED: 1976*

TOTAL NUMBER DIFFERENT CAREER ROLES = 48

A
Astronomer — 1
Author — 1

C
Chamber Maid — 1
Clock Repairer — 1
Cook — 1
Cowgirl — 1

D
Dancer — 1
Day-Care Teacher — 1
Delicatessen Owner — 1
Doctor — 1

F
Factory Worker — 1
Florist Helper — 1

G
Goblin Goddess — 1
Goddess — 5

H
Helicopter Pilot — 2
Household Head — 1
Housekeeper — 4
Housemother — 1

I
Innkeeper's Helper — 1

L
Laundress — 1
Lighthouse Keeper — 1

M
Mayor — 1
Mother — 71
Movie Director — 1
Music Computer Maker — 1

N
Navigator — 1

O
Office Worker — 1

P
Paleontologist — 1
Pilot — 1
Playground Attendant — 1
Princess — 4

Q
Queen — 2

R
Reporter — 1
Road Worker — 1

S
Scientist — 1
Secretary — 1
Serving Maid — 1
Shop Owner — 1
Slave — 1
Store Owner — 1
Story Teller — 1
Surveyor — 1

T
Teacher — 20

W
Waiting Woman — 2
Weather Woman — 1
Weaver — 2
Witch — 2
Worker — 2

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Ginn *SERIES TITLE: Reading 720*
GRADES 1 – 6 *YEAR PUBLISHED: 1976*

TOTAL NUMBER DIFFERENT CAREER ROLES = 33

A
Author — 1

B
Baker — 1
Blacksmith — 1
Boat Builder — 1

C
Chief — 6
Clerk — 1
Conductor — 1

D
Diver — 1
Drummer (jungle) — 1

F
Fisher — 5
Fishing Boat Owner — 1
Florist — 1
Fortune Teller — 1

G
Griot Historian — 1

H
Herdsman — 1
Helicopter Pilot — 1
Housing Inspector — 1
Hunter — 1

J
Jewelry Maker — 1

M
Mayor — 1
Mandarin — 1
Merchant Marine — 1
Music Computer Maker — 1

P
Plume Hunter — 1
Precious Stone Buyer — 1

S
Sailor — 1
Shipyard Worker — 1
Store Owner — 1
Slave — 4

T
T. V. Cameraman — 1
Teacher — 5

W
Warrior — 4
Worker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ginn *SERIES TITLE: Reading 720*
YEAR PUBLISHED: 1976

TOTAL NUMBER DIFFERENT CAREER ROLES = 13

C
Chambermaid — 1

D
Doctor — 1

F
Factory Worker — 1

H
Household Head — 1

M
Mayor — 1
Mother — 21
Music Computer Maker — 1

S
Secretary — 1
Slave — 1
Storyteller — 1

T
Teacher — 1

W
Weaver — 1
Witch — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Globe Book Company	Living City Adventures (Grades 7 — 12)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
69	63 91%	5 8%	1%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
49/69 = 71%	28 41%	2 3%	0 0	6 9%	0 0	0 0	7 10%	1 1%	0 0	4 6%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 1%	0 0	0 0	46 67%	3 4%	0 0

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES — DIFFERENT CAREERS

Total	Male	Female
159	140 88%	19 12%

MINORITY RACES — DIFFERENT CAREERS

Total	Male	Female
23	20	3

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
11	3	5	2	3	2	1	1	1	0	0	0	0	0	2	0

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ALL RACES – CAREERS ASSIGNED BY SEX – MALES

***PUBLISHER:* Globe Book Co. *SERIES TITLE:* Living City Adventures**
***GRADES 7 – 12 YEAR PUBLISHED:* 1970**

TOTAL NUMBER DIFFERENT CAREER ROLES = 140

A
Actor — 5
Army Messenger — 1
Assistant Coach — 2
Assistant Manager — 1
Athlete — 1
Author — 1

B
Baker — 1
Ball Player — 5
Barber — 1
Bookkeeper — 1
Boxer — 5
Builder — 1
Bull Fighter — 1

C
Cameraman — 3
Cab Driver — 1
Car Agency — 1
Car Buyer — 1
Car Dealer — 1
Car Maker — 1
Car Wash — 1
Carnival — 3
Chauffeur — 1
Chief — 3
City Official — 1
Clerk — 7
Coach — 6
Colonel — 1
Congressman — 1
Construction Worker — 1
Contractor — 2
Cook — 1
Cop — 5
Counselor — 1
Crewman — 2

D
Delicatessen — 1
Deliveryman — 3
Director — 1
Doctor — 2
Doorman — 3
Driver Trainer — 1
Druggist — 2

E
Engine Designer — 1
Errand Boy — 1
Explorer — 1

F
Factory Worker — 3
Farmer — 1
Fisherman — 1
Fish Pond Employee — 1
Fireman — 3
Foreman — 1
Fur Businessman — 1

G
Garage Owner — 1
Gas Station Attendant — 1
General — 1
Grocer — 4
Guard — 3
Gym Teacher — 1

H
Hood — 2
Horse Rancher — 1
Hotdog Vendor — 1
House Painter — 1

I
Ice Cream Vendor — 1
Ice Man — 1
Investor — 1
Iron Worker — 4

J
Janitor — 1
Judge — 3
Junk Dealer — 1

L
Landlord — 2
Librarian — 2
Lieutenant — 2
Lifeguard — 8

M
Mailman — 1
Major — 1
Manager — 9
Mechanic — 2
Messenger — 3
Movie Extra — 6
Musician — 3

N
Newsstand Owner — 1
News Vendor — 1

O
Officer — 1
Opera Star — 1

P
Packer — 1
Painter — 1
Paper Boy — 1
Park Attendant — 1
Parole Officer — 1
Paver — 3
Pet Shop Owner — 1
Phone Man — 1
Pilot — 3
Pitcher — 2
Poet — 1
Police — 20
Policeman — 2
Politician — 3
Pope — 1
Porter — 1
Postal Worker — 1
President — 3
Principal — 2
Printer — 1

R
Race Boss — 1
Race Driver — 6
Ranch Hand — 1
Rancher — 2
Reporter — 8
Restaurant Worker — 1
Restaurant Owner — 2
Robber — 1

S
Salesman — 1
Scientist — 1
Sergeant — 2
Shoe Store Director — 1
Shop Keeper — 1
Soldier — 2
Special T. V. Store Owner — 1
Stock Man — 1
Store Manager — 1

ALL RACES – MALES Continued

(Globe Book Co., Living City Adventures, Grades 7 – 12, 1970)

Store Owner — 2
Superintendent — 1
Supervisor — 1

T
T. V. Announcer — 1
T. V. Cameraman — 2
T. V. Man — 1
Taxi Driver — 1
Teacher — 5
Tennis Pro — 1
Tower Operator — 1
Trout Pool Owner — 1
Truck Driver — 3

U
Usher — 2

V
Vendor — 1
Vice President — 1

W
Waiter — 1
Weaver — 1
Writer — 1
Worker — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Globe Book Co. SERIES TITLE: Living City Adventures
GRADES 7 – 12 YEAR PUBLISHED: 1970

TOTAL NUMBER DIFFERENT CAREER ROLES = 19

C
Clerk — 1
Counselor — 1

D
Dietician — 1

E
Employee — 1

M
Manager — 1
Medium — 1
Mother — 23

N
Nurse — 1

O
Office Girl — 1

R
Reporter — 1

S
Salesgirl — 1
Shop Owner — 1
Stewardess — 1
Supply Store — 1

T
Teacher — 10
Typist — 1

W
Waitress — 3
Weaver — 4
Worker — 2

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Globe Book Co. SERIES TITLE: Living City Adventures
GRADES 7 – 12 YEAR PUBLISHED: 1970

TOTAL NUMBER DIFFERENT CAREER ROLES = 20

A
Actor — 1

B
Baker — 1
Ball Player — 1
Boxer — 1

C
Clerk — 4
Construction Worker — 1

D
Deliveryman — 1

E
Errand Boy — 1

G
General — 1

H
House Painter — 1

I
Iron Worker — 4

P
Policeman — 1

R
Restaurant Worker — 1

S
Store Owner — 1

T
Teacher — 1
Tennis Pro — 1

U
Usher — 2

W
Waiter — 1
Weaver — 1
Worker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMAL

PUBLISHER: Globe Book Co. SERIES TITLE: Living City Adventures
GRADES 7 – 12 YEAR PUBLISHED: 1970

TOTAL NUMBER DIFFERENT CAREER ROLES = 5

M
Mother — 16

S
Salesgirl — 1

W
Waitress — 1
Weaver — 3
Worker — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Harcourt Brace Jovanovich, Inc.	Palo Alto Reading Program (Grades 1 — 3)	1973

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
205	110 54%	33 16%	62 30%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
21/205 = 10%	10 5%	5 2%	2 <1%	1 <1%	0 0	0 0	1 <1%	0 0	0 0	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	13 6%	6 3%	2 1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
58	53 91%	5 9%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
17	14	3

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
11	3	3	0	0	0	0	0	0	0	0	0	0	0	1	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Harcourt Brace SERIES TITLE: Palo Alto Reading Program
GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 53

A
Air Controller — 1
Actor — 1
Astronomer — 1
Astronaut — 1

B
Barber — 1
Bronco Rider — 1
Bank President — 1
Baker — 1

C
Cowboy — 6
Clown — 1
Circus Rider — 1
Camp Cook — 1

D
Dock Worker — 7
Doctor — 1

F
Fisherman — 9
Firefighter — 9
Farmer — 6
Ferry Boat Crewman — 1

G
General — 1

H
Housewrecker — 1

I
Inventor — 1
Ice Cream Vendor — 1
Indian Chief — 1

J
Janitor — 1

K
King — 2
Knight — 2

L
Landlord — 1
Lion Tamer — 1
Logger — 1

M
Milkman — 1
Mail Carrier — 1
Mayor — 1
Magician — 1
Medicine Man — 1

O
Oil Well Digger — 3

P
Professor — 1
Park Ranger — 1
Photographer — 1
Police Officer — 1

R
Rag Man — 4

S
Ship Captain — 3
Sailor — 3
Street Sweeper — 1
Shopkeeper — 2
Soda Fountain Clerk — 1
Soldier — 4
Store Owner — 1

T
Tugman — 4
Tailor — 1
Tug Boat Captain — 1

U
U. N. Representative — 1

W
Watchman — 2
Warrior — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Harcourt Brace SERIES TITLE: Palo Alto Reading Program

GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 5

C
Circus Rider — 1

H
Hairdresser — 1

M
Mother — 12

S
Store Owner — 3

T
Teacher — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Harcourt Brace SERIES TITLE: Palo Alto Reading Program

GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 14

B
Barber — 1
Bronco Rider — 1

C
Cowboy — 1

D
Dock Worker — 1

F
Fisherman — 1
Farmer — 1
Firefighter — 1

I
Inventor — 1
Indian Chief — 1

J
Janitor — 1

M
Medicine Man — 1

P
Photographer — 1

U
United Nations Representative — 1

W
Warrior — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Harcourt Brace SERIES TITLE: Palo Alto Reading Program

GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

M
Mother — 3

S
Store Owner — 2

T
Teacher — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
[redacted]	[redacted]	[redacted]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[redacted]	[redacted]	[redacted]	[redacted]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
[redacted]	[redacted]	[redacted]

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
[redacted]	[redacted]	[redacted]

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Harcourt Brace SERIES TITLE: Bookmark Reading Program

GRADES 1 – 6 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 303

A

Accountant — 1
Author — 1
Ambassador — 1
Art Dealer — 1
Artist — 7
Astronaut — 3
Astronomer — 1
Archeologist — 2
Auctioneer — 1
Admiral — 1
Army Officer — 1
Aquanaut — 1
Anthropologist — 1
Animal Trainer — 4
Assistant Superintendent — 1
Acrobat — 1

B

Builder — 1
Bronzesmith — 1
Bailiff — 1
Bandit — 1
Biologist — 1
Botanist — 1
Bookbinder — 1
Boot Black — 1
Braves — 5
Bus Driver — 5
Busboy — 1
Barber — 2
Blacksmith — 1
Butcher — 1
Baker — 1
Boat Owner — 1
Baggage Man — 1
Bacteriologist — 1
Bull Dozer — 1
Bush Pilot — 1
Ballet Master — 1
Businessman — 1
Banker — 1

C

Colonel — 1
Crew Man — 1
Cavalryman — 1
Copilot — 1
Commandship — 1
Captain — 11
Carter — 1
Cameraman — 1
Chief — 15
Camp Boss — 1
Congressman — 3
Composer — 1
Cowboy — 2
Clerk — 1
Custodian — 1
Chalkmaker — 1
Crayonmaker — 1
Commissioner — 1
Cycle Rider — 1
Commander — 3
Craftsman — 1
Chemist — 2
Cook — 1
Clown — 2
Conductor — 3
Cellist — 1
Circus Owner — 1
Cafe Worker — 1
Constable — 1
Coast Guard — 1
Choreographer — 1
Clothing Store — 1
Chinese Laborer — 1

D

Deputy Sheriff — 1
Delivery Man — 1
Doctor — 13
Diver — 1
Director — 1
Dwarf — 1
Detective — 1
Druggist — 2
Diplomat — 1
Dancer — 1
Devil — 1

E

Explorer — 17
Editor — 2
Emperor — 5
Egyptian Army Officer — 1
Engineer — 4
Elevator Builder — 1

F

Fighter — 1
Ferryman — 1
Forest Ranger — 1
Florist — 2
Farmer — 26
Fur Trader — 1
Fisherman — 10
Football Pro — 1
Friar — 1
Foreman — 3
Fireman — 2
Factory Owner — 1
Film Maker — 1

G

General — 3
Grocer — 1
Gardener — 2
Guide — 2
Garbageman — 2
Greenhouse — 1
Goldsmith — 1
Governor — 3
Genie — 1
Guard — 1
Gods — 2
Goatherder — 1
Game Warden — 1
Gas Station — 1
Gateman — 1
Grinder — 1

H

Hunter — 11
High Priest — 2
Headhunter — 1
Headman — 1
Hotel Manager — 1
Hired Boy — 1
Helmsman — 1
Hat Salesman — 1
Historian — 1

I

Indian Runner — 1
Inventor — 5
Interpreter — 2
Intern — 1
Iceman — 1
Inn Keeper — 1

J

Jet Pilot — 1
Judge — 8

ALL RACES – MALES Continued

(Harcourt Brace, Bookmark Reading Program, Grades 1 – 6, 1974)

Jumper — 1
Jeweler — 2
Junk Man — 1

K

King — 27
Knight — 2
Khan — 1

L

Lollipop Man — 1
Lecturer — 1
Lawyer — 1
Logger — 4
Lieutenant — 1
Lunchroom Owner — 1
Laborer — 1

M

Mill Worker — 1
Moving Man — 1
Manager — 2
Music Critic — 1
Miller — 2
Missionary — 1
Minister — 1
Miner — 1
Mapper — 1
Medical Missionary — 1
Merchant — 5
Mission Control — 1
Muleteer — 1
Master — 1
Magician — 2
Mayor — 3
Messenger — 2
Major — 1
Medical Director — 1
Mountain Climber — 2
Medicine Man — 5
Mate — 1
Minstrel — 1
Mailman — 2
Musician — 1
Music Teacher — 1
Mathematician — 1
Music Conductor — 1
Museum Guard — 1
Mountie — 1
Mounted Police — 1

N

Newsman — 1
Naturalist — 1

O

Office Worker — 1
Officer — 2
Oarsman — 1

P

President of Company — 1
Pageboy — 1
Pony Express — 1
Policeman — 6
Pilot — 4
Porter — 1
Police — 3
Preacher — 1
Posse — 1
Photographer — 3
President — 8
Principal — 3
Planner — 1
Padres — 1
Peace Corps — 1
Psychologist — 1
Prince — 6
Prisoner — 1
Professor — 1
Peddler — 1
Priest — 3
Poet — 1
Pope — 1
Paleontologist — 1
Painter — 1
Pastor — 1
Pirate — 1
Printer — 1
Planter — 1

R

Robber — 4
Reporter — 4
Rubber Hunter — 1
Rigger — 1
Radioman — 1
Rodeo Teacher — 1
Rodeo Rider — 1
Riverman — 1
Rustler — 1
Researcher — 1
Runner — 1

S

Sea Burglar — 1
Stage Driver — 1
Settler — 1
Salesman — 1
Scribe — 1
Scientist — 15
Soldier — 16
Scout — 2
Storyteller — 1
Sailor — 18
Scarecrow — 1
Ship Officer — 2
Surveyor — 2
Ship Captain — 5
Storekeeper — 3
Stone Cutter — 1
Surveyor General — 1
Secretary of State — 1
Schoolmaster — 1
Shopkeeper — 2
Stuntman — 1
Singer — 1
Skydiver — 1
Sea Captain — 1
Skipper — 1
Store Owner — 1
Shepherd — 8
Sergeant — 2
Slave — 7
Sheriff — 3
Shoe Repairman — 1
Servant — 2
Silversmith — 1
Skin Diver — 1
Shoemaker — 3
Surgeon — 1
Sentries — 1
Secretary of Navy — 1
Scout Master — 1
Swine Herd — 1
Smoke Jumper — 1
Senator — 1
Sculptor — 1
Square Dance Instructor — 1
Store President — 1
Story Collector — 1

T

Truck Driver — 4
Traffic Cop — 1
Trucker — 2
Teacher — 5
Trader — 8
Taxi Driver — 1
Tutor — 1
Tanner — 1
Traffic Commissioner — 1
Tumbler — 2
Trapper — 1
Technician — 1
Tramp — 1
Tailor — 1

U

Usher — 1

V

Vendors — 2
Viking — 1

Vice President of Company — 1
Violin Maker — 1

W

Wrestler — 1
Wizard — 2
Workman — 2
Writer — 2
Warrior — 7
Waiter — 1

Witch Doctor — 1
Weaver — 1
Woodcutter — 2
Whaler — 1
Woodcarver — 1
Worker — 1

Z

Zoo Keeper — 2
Zoologist — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Harcourt Brace SERIES TITLE: Bookmark Reading Program

GRADES 1 – 6 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 41

A

Artist — 1
Anthropologist — 1

B

Boss — 1
Ballerina — 1

C

Chemist — 1
Cafe Worker — 1
Cook — 1
Clerk — 1

D

Department Store Worker — 1

E

Elephant Keeper — 3

F

Fruit Stall Worker — 1
Fortune Teller — 1
Fairy — 1

G

Goddess — 4
Guide — 1

H

Handmaid — 1
Head Mistress — 1
Hostess — 1

L

Librarian — 5

M

Mother — 120
Movie Star — 1
Maid — 1
Mayor — 1

N

Nurse — 6

P

Princess — 5
Photographer — 1
Piano Teacher — 1

Q

Queen — 7

R

Reporter — 1

S

Saleslady — 1
Scientist — 1
School Mistress — 1
Servant — 7
Stuntwoman — 1
Slave — 2
Stenographer — 1
Singer — 1

T

Teacher — 20
Trader — 1
Therapist — 1
Trapeze Artist — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Harcourt Brace SERIES TITLE: Bookmark Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 52

A
Astronomer — 1

B
Bus Driver — 2
Boat Owner — 1
Barber — 1
Butcher — 1
Busboy — 1

C
Chief — 8
Congressman — 1
Clerk — 1
Craftsman — 1

E
Emperor — 1

F
Farmer — 3
Football Pro — 1
Foreman — 1

G
Gardener — 1
Guide — 1
Grinder — 1
Guard — 1

H
Hat Salesman — 1
Helmsman — 1
Headhunter — 1
Headman — 1
Hunter — 1

I
Inventor — 3
Interpreter — 1

J
Judge — 1

K
King — 1
Khan — 1

L
Laborer — 1

M
Mountain Climber — 1
Messenger — 1
Mailman — 1

P
Poet — 1
Pastor — 1
Prince — 1

R
Runner — 1
Rubber Hunter — 1

S
Stone Cutter — 1
Scientist — 1
Shepherd — 1
Singer — 1
Slave — 1

T
Teacher — 2
Trucker — 1
Trader — 1
Truck Driver — 1
Taxi Driver — 1
Tanner — 1

W
Wrestler — 1
Witch Doctor — 1
Waiter — 1
Warrior — 5

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Harcourt Brace SERIES TITLE: Bookmark Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 5

C
Cook — 1

M
Mother — 19

P
Princess — 2

S
Servant — 3

T
Trader — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Harper Row	**Design for Reading** **(Grades 1 — 8)**	**1972**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
470	330 70%	70 15%	70 15%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
$\frac{76}{470}$ = 16%	35 7%	2 <1%	1 <1%	3 <1%	3 <1%	0 0	10 2%	2 <1%	1 <1%	1 <1%	1 <1%	0 0	6 1%	2 <1%	0 0	6 1%	1 <1%	0 0	0 0	0 0	0 0	2 <1%	0 0	0 0	63 13%	11 2%	2 <1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
154	130 84%	24 16%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
35	31	4

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
19	1	2	3	2	1	2	0	6	2	1	1	0	0	4	0

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ALL RACES–CAREERS ASSIGNED BY [illegible]

PUBLISHER: Harper Row SERIES TITLE: Design for Living

GRADES 1 – 8 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 130

A
Advisor — 5
Aeronaut — 2
Air Controller — 6
Air Force Officer — 2
Alchemist — 1
Army Officer — 4
Artist — 3
Astronaut — 4
Author — 4
Attendant — 1

B
Barber — 1
Baseball Player — 9
Baseball Pro — 1
Blacksmith — 1
Businessman — 3
Brave — 1

C
Cab Driver — 1
Camp Owner — 1
Captain — 3
Car Washer — 1
Carpenter — 1
Circus Performer — 5
Circus Owner — 2
Coach — 1
Cobbler — 2
Cook — 1
Cowboy — 2
Cleaner (clothes) — 1
Chief — 1
Concessionier — 1
Conductor — 1
Conservationist — 1
Construction Worker — 17
Cowboy — 5
Craftsman — 1
Criminal — 1
Curator — 1

D
Doctor — 6

E
Emperor — 1
Engineer — 2
Explorer — 10

F
Farmer — 23
Film Maker — 1
Fireman — 4
Fisherman — 6
Food Attendant — 1
Football Player — 5
Frontiersman — 5
Fortune Teller — 1

G
Gardener — 1
Gatekeeper — 1
Gateman — 1
Genie — 1
Ghost — 2
God — 3
Grocer — 3
Grocery Owner — 1
Guide — 1

H
Hunter — 5

I
Inn Keeper — 2
Inventor — 1

J
Janitor — 2
Judge — 1

K
King — 3

L
Landlord — 1
Lecturer — 1
Lexicographer — 1
Literary Agent — 1
Logger — 2

M
Mailman — 4
Magician — 1
Magistrate — 1
Manager — 1
Mayor — 5
Miner — 1
Moonman — 2

N
Newsman — 11

O
Oceanographer — 1

P
Peddler — 1
Pilot — 2
Poet — 1
Police Commissioner — 1
Policeman — 5
Potter — 1
Preacher — 1
President — 3
Priest — 2
Prince — 1
Principal — 3
Professor — 1
Prospector — 2

R
Rain Maker — 1
Reporter — 1
Ride Attendant — 3
Riverboat Pilot — 1

S
Sailor — 35
Salesman — 5
Scientist — 13
Surgeon — 1
Sea Captain — 1
Shepherd — 1
Silversmith — 1
Shoemaker — 1
Shoe Store Owner — 1
Store Keeper — 3
Skin Diver — 1
Station Attendant — 1
Slave (freed) — 1
Sock Manufacturer — 1
Soldier — 33
Spy — 3

T
T. V. Storywriter — 1
Tailor — 3
Taxidermist — 1
Teacher — 5
Tennis Coach — 1
Ticket Agent — 3
Traffic Manager — 1
Tramp — 1
Trapper — 6
Truck Driver — 3

U
Umpire — 2
United Nations Delegate — 9

W
Wagoner — 5
Waiter — 1
Warrior — 7
Weaver — 1
Wood Gatherer — 1
Wrestler — 1

Z
Zoo Keeper — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Harper Row *SERIES TITLE: Design for Living*
GRADES 1 – 8 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 24

A
Athlete — 1
Author — 1

B
Beautician — 1

C
Circus Performer — 1
Cook — 2

F
Farmer — 1
Film Maker — 1
Food Attendant — 1

G
Goddess — 4

H
Hunter — 1

M
Maid — 1
Mother — 64

N
Nurse — 2
Nymph — 1

P
Painter — 1
Photographer — 1

Q
Queen — 1

S
Saleslady — 5
Scientist — 1
Sculptress — 1
Seamstress — 1
Sharpshooter — 1

T
Teacher — 12

W
Weaver — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Harper Row SERIES TITLE: Design for Living

GRADES 1 – 8 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 31

A
Alchemist — 1
Artist — 1
Attendant — 1
Author — 1

B
Brave — 1
Businessman — 1

C
Cab Driver — 1
Chief — 1
Construction Worker — 5
Cook — 1
Curator — 1

D
Doctor — 1

E
Emperor — 1
Explorer — 1

F
Farmer — 5
Food Attendant — 1
Football Player — 1

G
Gatekeeper — 1
Grocery Owner — 1

I
Inventor — 1

J
Judge — 1

K
King — 1

L
Lecturer — 1

M
Mailman — 3
Magician — 1
Magistrate — 1

P
Potter — 1

R
Reporter — 1
Riverboat Pilot — 1

S
Surgeon — 1

W
Warrior — 4

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Harper Row SERIES TITLE: Design for Living

GRADES 1 – 8 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

C
Cook — 1

H
Hunter — 1

M
Mother — 24

S
Saleslady — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
D. C. Heath	Reading (Grades 1 — 3)	1973

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
63	30 48%	14 22%	19 30%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
14/63 = 22%	7 11%	3 5%	1 2%	1 2%	0 0	0 0	2 3%	0 0	0 0	0 0	0 0	0 0

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	10 16%	3 5%	1 1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
47	35 74%	12 26%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
8	1	7

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
0	7	1	0	0	1	0	0	0	0	0	1	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: D. C. Heath SERIES TITLE: Reading
GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 35

A
Ambulance Driver — 1

B
Boat Patrolman — 1
Boxer — 1
Businessman — 1
Butcher — 1

C
Car Mechanic — 1
Cowboy — 1
Coach — 1

D
Doctor — 8

E
Electrician — 1
Emperor — 1

F
Film Maker — 2

G
Giant — 1

H
Housekeeper — 1

I
Inventor — 1

K
King — 3

N
Nurse — 1

P
Prince — 1
Pizzamaker — 1
Policeman — 3
Principal — 1

S
Salesman — 2
Spear Fisherman — 1
School Bus Driver — 1
Store Owner — 1
Shepherd — 1
Soldier — 4
Sailor — 1

T
Ticket Collector — 1
Teacher — 2
Tightrope Walker — 1

W
Weaver — 2
Warrior — 1

Z
Zoo Keeper — 1
Zoo Employee — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: D. C. Heath SERIES TITLE: Reading
GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 12

C
Communication Specialist — 3

D
Doctor — 1

F
Fairy Godmother — 1
Film Maker — 1

G
Grocery Clerk — 1

H
Housewife — 2

M
Mother — 30

N
Nurse — 5

P
Princess — 1

S
Saleswoman — 1
Slave — 1

T
Teacher — 4

MINORITIES-CAREERS ASSIGNED BY SEX-MALES

PUBLISHER: D. C. Heath SERIES TITLE: Reading
GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

W
Warrior — 1

MINORITIES-CAREERS ASSIGNED BY SEX-FEMALES

PUBLISHER: D. C. Heath SERIES TITLE: Reading
GRADES 1 – 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

F
Film Maker — 1

G
Grocery Clerk — 1

H
Housewife — 1

M
Mother — 8

N
Nurse — 1

S
Slave — 1

T
Teacher — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
D. C. Heath	Reading Perspectives (Grades 1 — 6)	1975

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
189	109 58%	32 11%	48 25%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
40/189 = 21%	14 7%	5 3%	0 0	4 2%	1 <1%	0 0	3 2%	1 <1%	0 0	1 <1%	0 0	0 0

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
2 1%	0 0	0 0	2 1%	1 <1%	0 0	0 0	0 0	0 0	3 2%	3 2%	0 0	29 15%	11 6%	0 0

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
179	152 85%	27 15%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
24	18	6

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
5	4	4	1	1	2	0	1	2	0	4	1	0	0	3	2

180

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: D. C. Heath SERIES TITLE: Reading Perspectives

GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 152

A

Alderman — 1
Archeologist — 2
Archer — 1
Artist — 3
Author — 1

B

Balloon Pilot — 1
Bank Leader — 1
Baseball Player — 1
Blacksmith — 1
Bookshop Owner — 1
Bounty Hunter — 1
Bridge Builder — 2
Buffalo Hunter — 1
Bus Driver — 1
Butcher — 1
Bookshop Worker — 1

C

Cad — 1
Candy Store Owner — 1
Cannery Buyer — 1
Captain — 1
Carpenter — 2
Caveman — 1
Chief — 4
Cinderman — 1
Civil Rights Worker — 1
Clerk — 1
Conductor — 2
Cook — 1
Cop — 2
Councilman — 1
Council President — 1
Cowboy — 2
Cow Puncher — 1
Custodian — 1

D

Dentist — 1
Doctor — 4
Dragon Killer — 1
Drummer — 1
Dye Works Owner — 1

E

Editor — 1
Elves — 1
Emperor — 3
Employer — 1
Ethnologist — 1

F

Farmer — 13
Fisher — 1
Fish Man — 1
Fireman — 4
Foreman — 1

G

Gaucho — 1
General — 1
Genie — 1
Ghost — 1
Giant — 1
Giant King — 1
Glass Seller — 1
Goal Tender — 1
Gold Miner — 1
God-of-Mischief — 1
God-of-Thunder — 1
Grocer — 1
Guard — 1
Guide — 1

H

Hardware Shop Owner — 1
Hatter — 1
Herder — 1
Hotel Owner — 1
Hunter — 6

I

Ice Cream Man — 1
Indian Chief — 1

J

Jewelry Maker — 1
Judge — 7
Junk Man — 1

K

King — 8
Knight — 2

L

Landscaper — 1
Lawyer — 2
Lieutenant Colonel — 1
Lord — 1

M

Magician — 2
Maharaja — 1
Mailman — 1
Manager — 1
Major — 1
Mayor — 3
Merchant — 1
Migrant Worker — 1
Minister — 1
Moving Man — 1
Musician — 1

N

Naturalist — 1
Newsman — 3
Norse God — 1

O

Orchestra Leader — 1

P

Photographer — 1
Potter — 1
Preacher — 1
Prince — 1
Principal — 3
Police — 3
Policeman — 8

R

Rabbi — 1
Railroad Owner — 2
Rancher — 3
Ranch Hand — 2
Ranger — 1
Reporter — 1
Richman — 1

ALL RACES – MALES Continued

(D. C. Heath, Reading Perspectives, Grades 1 – 6, 1975)

Robber — 2
Runner — 1
Rustler — 1

S
Sailor — 3
Sawmill Man — 1
Scientist — 3
Seal Trapper — 1
Seaman — 1
Sculptor — 1
Sergeant — 1

Servant — 1
Sheriff — 1
Shoemaker — 1
Shop Owner — 2
Slave — 1
Slave Owner — 2
Sod Buster — 1
Stage Driver — 1
Steelman — 1
Storekeeper — 1
Store Owner — 1
Storyteller — 4
Superintendent — 1

T
Tavern Keeper — 1
Tavern Owner — 1
Teacher — 8
Toll Collector — 1
Trainman — 3
Troop Leader — 1
Troops — 2
Truck Worker — 2

V
Vegetable Man — 1
Veterinarian — 2
Vocalist — 1

W
Wagoner — 2
Waiter — 1
Weaver — 1
Wiseman — 3
Wood Carver — 1
Woodsman — 1
Wrestler — 1
Writer — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: D. C. Heath SERIES TITLE: Reading Perspectives

GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 27

A
Archeologist — 1
Artist — 1

B
Babysitter — 1

F
Fruit Stand Operator — 1
Farmer — 1

G
Ghost — 1

Goddess — 1

M
Maid — 1
Mother — 48
Mid-wife — 2
Migrant Worker — 2

N
Nurse — 1

O
Olympic Player — 1

P
Princess - 2
Piano Teacher — 1

Q
Queen — 1

R
Receptionist — 1

S
Shop Owner — 1
Slave — 1

Surgeon — 1
Swimming Teacher — 1
Singer — 1
Servant — 1

T
Teacher — 2
Trapeze Artist — 1

W
Witch — 2
Weaver — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: D. C. Heath   SERIES TITLE: Reading Perspectives

GRADES 1 – 6   YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 18

B
Book Shop Worker — 1

C
Clerk — 1
Cook — 1

D
Drummer — 1

F
Farmer — 1

G
Gaucho — 1

H
Herder — 1
Hotel Owner — 1

J
Jewelry Maker — 1
Judge — 1

L
Landscaper — 1

M
Migrant Worker — 1

P
Photographer — 1

R
Ranch Hand — 1

S
Sawmill Worker — 1
Shop Owner — 1
Steel Driver — 1
Store Owner — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: D. C. Heath   SERIES TITLE: Reading Perspectives
GRADES 1 – 6   YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 6

A
Artist — 1

B
Babysitter — 1

F
Farmer — 1

M
Mid-wife — 1
Migrant Worker — 1
Mother — 17

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Holt, Rinehart, Winston, Inc.	Sounds of Language (Grades 1 — 6)	1966

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
112	63 56%	19 17%	30 27%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
26/112 = 23%	5 4%	0 0	1 <1%	4 4%	0 0	2 2%	2 2%	0 0	0 0	0 0	0 0	0 0

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0 0	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	0 0	6 5%	0 0	5 4%	17 15%	0 0	9 8%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
79	60 76%	19 24%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
16	15	1

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
5	1	1	0	2	1	0	0	0	0	0	0	0	0	7	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Holt, Rinehart, and Winston, Inc. *SERIES TITLE: Sounds of Language*

GRADES 1 – 6 *YEAR PUBLISHED: 1966*

TOTAL NUMBER DIFFERENT CAREER ROLES = 60

A
Acrobat
Ambassador
Astronaut

B
Basket Weaver
Baker
Barber
Businessman
Butcher
Bus Driver

C
Camp Counselor
Carpenter
Chauffeur
Construction Worker
Cowboy
Cattle Tender

D
Devil
Doctor
Dump Truck Driver

F
Farmer
Fisherman
Food Cart Seller
Fur Buyer
Football Player

G
Gas Station Attendant
Gaucho
Goat Herder
Governor
Guard (Palace Gate)

H
Hunter

I
Inn Keeper
Indian
Indian Chief

J
Janitor
Jester
Jeweler
Juggler

K
King
King's Advisor

M
Magician
Mailman
Mechanic
Merchant
Musician

P
Painter
Park Attendant
Policeman
Priest
Prince

S
Salesman
Sea Ship Captain
Science Professor
Soldier
Space Ship Captain
Steam Shovel Operator
Store Owner

T
Trapezist
Teacher

V
Vagabond

W
Wood Cutter

Z
Zoo Keeper

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Holt, Rinehart, and Winston, Inc. SERIES TITLE: Sounds of Language
GRADES 1 – 6 YEAR PUBLISHED: 1966

TOTAL NUMBER DIFFERENT CAREER ROLES = 19

A
Acrobat

C
Cook

D
Dancer

E
Elephant Trick Walker

F
Fairy

H
Hoop Holder
Housemaid

J
Jester
Juggler

M
Mother
Magician's Assistant
Milk Maid
"Miss Marvelous"

N
Nun

S
Saleslady
Stewardess

T
Teacher
Trapezist

W
Witch

MINORITIES–CAREERS ASSIGNED BY SEX–MALE

PUBLISHER: Holt, Rinehart, and Winston, Inc. *SERIES TITLE: Sounds of Language*
GRADES 1 – 6 *YEAR PUBLISHED: 1966*

TOTAL NUMBER DIFFERENT CAREER ROLES = 5

B
Barber
Bus Driver
Basket Weaver

C
Construction Worker
Cattle Tender
Camp Counselor
Cowboy

F
Football Player
Farmer

H
Hunter

K
King

M
Merchant
Musician

P
Policeman
Priest

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALE

PUBLISHER: Holt, Rinehart, and Winston, Inc. *SERIES TITLE: Sounds of Language*
GRADES 1 – 6 *YEAR PUBLISHED: 1966*

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

D
Dancer

SEXISM RACISM PROFILE

. UBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Holt, Rinehart, Winston, Inc.	**Holt Impact Series Level I, II, III (Grades 7 — 9)**	**1968, 1970, 1971, 1973**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
176	148 84%	25 14%	3 2%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
54/176 = 31%	25 14%	4 2%	0 0	4 2%	2 1%	1 <1%	7 4%	0 0	0 0	2 1%	1 <1%	0 0	3 2%	0 0	0 0	1 <1%	0 0	0 0	0 0	0 0	0 0	4 2%	0 0	0 0	46 26%	7 4%	1 <1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
146	122 84%	24 16%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
48	39	9

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
25	6	5	4	5	0	4	1	3	0	1	0	0	0	3	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Holt, Rinehart, Winston, Inc. SERIES TITLE: Impact Series Levels I, II, III
GRADES 7 – 9 YEAR PUBLISHED: 1968, 70, 71, 73

TOTAL NUMBER DIFFERENT CAREER ROLES = 122

A
Actor — 1
Advertiser — 2
Athlete — 1
Astronaut — 3
Archeologist — 1
Artist — 1

B
Backlander — 2
Basketball Player — 14
Barber — 2
Banker — 1
Baseball Player — 10
Blacksmith — 2
Beachcomber — 1
Beggar — 1
Bicyclist — 1
Bikerider — 2
Blindman — 2
Bootlegger — 2
Boxer — 9
Brave — 20
Bum — 4
Burglar — 2

C
Cameraman — 1
Cane Cutter — 1
Canoer — 1
Captain — 1
Crazy Richman — 1
Cattle Rustler — 1
Coach — 1
Coal Miner — 1
Colonel — 1
Cook — 1
Coward — 1
Cowboy — 25
Crook — 1

D
Deputy Sheriff — 1
Doctor — 10
Drag Racer — 1
Dancer — 1

E
Emperor — 1

F
Farmer — 10
Father Protector — 1
Fighter — 1
Fisherman — 2
Fireman — 3
Football Player — 12
Furnace Pit Worker — 1

G
Gambler — 2
Gang Leader — 1
Gang Member — 13
Gas Station Attendant — 1
Gold Digger — 4
Grocery Checker — 1

H
Hijacker — 2
Hippie — 6
Hockey Player — 7
Hunter — 11
Healer — 1

I
Ice Man — 1
Insurance Agent — 1
Inventor — 1

J
Judge — 2
Juror — 12

K
Kidnapper — 2
King — 2
King-of-World — 1
King-to-Be — 1

L
Launderer — 1
Lawyer — 1
Leader-of-Men — 1

M
Mayor — 1
Mobster — 2
Motorcyclist — 16
Murderer — 1
Musicians — 14

N
Narrator — 1

P
Pipe Digger — 2
Pilgrim — 4
Pioneer — 5
Poet — 2
Poker Player — 1
Photographer — 11
Policeman — 39
Priest — 3
Prince — 1
Principal — 3
Prisoner — 50
Protester — 2
Psychiatrist — 1

R
Racecar Driver — 13
Railroad Worker — 1
Revolutionist — 7
Robber — 2
Robot — 1
Runner — 11

S
Sailor — 20
Searcher — 1
Senator — 1
Shepherd — 1
Sheriff — 1
Slave — 10
Snake Healer — 1
Sniper — 1
Soccer Player — 7
Soldier — 171
Steel Man — 1
Store Owner — 1
Student — 1
Swimmer — 1
Submarine Officer — 1
Singer — 1

T
Thief — 4
Tinker — 1
Tombstone Maker — 1
Tortoise — 1
Track Runner — 6

V
Venus Man — 3

W
Watch Repairman — 1
Wiseman — 1
Witch Doctor — 1
Writer — 1
Warrior — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALE

PUBLISHER: Holt, Rinehart, Winston, Inc. *SERIES TITLE: Impact Series Levels I, II, III*
GRADES 7 – 9 *YEAR PUBLISHED: 1968, 70, 71, 73*

TOTAL NUMBER DIFFERENT CAREER ROLES = 25

C
Cook — 2

H
Hippie — 1
House Cleaner — 1

J
Jewelry Maker — 1

L
Librarian — 1

M
Mother — 38

N
Noble Woman — 1
Nurse — 1

P
Pilgrim — 10
Princess — 2
Pioneer — 3
Prize-in-contest — 1
Protester — 1

R
Rich Woman — 1

S
Secretary — 1
Singer — 1
Stenographer — 1
Squaw — 8
Student — 8
Swimmer — 1

T
Teacher — 3
Tennis Player — 1
Track Runner — 1

W
Wife — 10
Witch — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Holt, Rinehart, Winston, Inc. *SERIES TITLE: Impact Series Levels I, II, III*
GRADES 7 – 9 *YEAR PUBLISHED: 1968, 70, 71, 73*

TOTAL NUMBER DIFFERENT CAREER ROLES = 39

A
Actor

B
Basketball Pro
Bicyclist
Blacksmith
Brave
Boxer
Burglar

C
Cameraman
Crazy Rich Man
Coal Miner
Cane Cutter

D
Dancer
Doctor

E
Emperor

F
Furnace Pit Gang

G
Gambler
Gang Member

H
Hunter
Healer

L
Leader

M
Musician
Murderer
Mayor

P
Poet
Poker Player
Policeman
Priest

R
Revolutionist

S
Singer
Slave — 11
Steelman
Student
Submarine Officer
Searcher

T
Track Runner
Tinker

W
Warrior
Wiseman
Witch Doctor

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Holt, Rinehart, Winston, Inc. *SERIES TITLE: Impact Series Levels I, II, III*
GRADES 7 – 9 *YEAR PUBLISHED: 1968, 70, 71, 73*

TOTAL NUMBER DIFFERENT CAREER ROLES = 9

C
Cook

J
Jewelry Maker

L
Librarian

M
Mother — 4

N
Nurse

R
Rich Woman

S
Student
Squaw

T
Track Runner

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Holt, [illegible], Inc.	Holt Databank (Grades 1–6)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
561	275 49%	10 2%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
43 553 = [illegible]	[illegible]	2 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1 <1%	0 0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
287	[illegible]	[illegible]

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
[illegible]	[illegible]	[illegible]

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Holt, Rinehart, and Winston   SERIES TITLE: Holt Databank
GRADES 1 – 6   YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 257

A

Adventurer — 5
African Ruler — 2
Ambassador — 10
Anthropologist — 12
Aquanaut — 2
Archeologist — 19
Architect — 6
Army Man — 2
Artist — 6
Assembly Line Worker — 6
Astronaut — 1
Astronomer — 3
Author — 13
Auto Worker — 1
Aviator — 2
Aztec Lord — 2

B

Baker — 1
Balloonman — 1
Bandit — 4
Barber — 1
Beadle — 1
Biologist — 6
Bishop — 1
Blacksmith — 5
Boatbuilder — 1
Book Dealer — 1
Bowman — 2
Brass Worker — 1
Broker — 4
Bushman — 1
Business President — 1
Businessman — 14
Butcher — 3

C

Calligrapher — 1
Candidate — 4
Car Maker — 4
Car Parts Seller — 1
Car Specialist — 2
Carpenter — 8
Cattleman — 5
Chauffeur — 2
Chief — 8
Chocolate Manufacturer — 1
City Boss — 1
City Council Person — 2
City Official — 1
City Planner — 4
City Thief — 15
City Worker — 1
Clothier — 1
Coachman — 1
Coal Miner — 1
Cocoa Worker — 1
Colonel — 1
Colonist — 12
Committeeman — 5
Company Buyer — 2
Company Planner — 2
Company President — 1
Confederate Leader — 3
Confederate President — 1
Congressman — 2
Construction Worker — 6
Cook — 1
Cook's Helper — 1
Corporation Assistant — 1
Corporation Head — 1
Councilman — 2
Craftsman — 11
Crew — 1
Crusader — 20

D

Detective — 2
Dock Worker — 8
Doctor — 14
Doorman — 1
Diviner — 1
Druggist — 1
Drummer — 1

E

Economic Advisor — 1
Economist — 13
Editor — 2
Electronics Worker — 1
Elephant Driver — 1
Elephant Keeper — 5
Emperor — 3
Engineer — 4
English Soldier — 20
Explorer — 27

F

Factory Agent — 2
Factory Builder — 1
Factory Owner — 11
Factory Worker — 36
Farmer — 70
Fisher — 1
Floor Sweeper — 1
Food Seller — 1
Fruit Vendor — 1
Fur Trader — 2

G

Garbage Collector — 4
General — 6
Geographer — 2
Geographic Expert — 2
Geologist — 1
God — 12
Gold Hunter — 2
Government Adviser — 1
Government Council — 1
Government Leader — 2
Government Man — 1
Government Official — 1
Governor — 9
Granite Worker — 4
Grocer — 1
Guide — 1

H

Headman — 4
Health Director — 1
Herder — 2
Herdsman — 1
Historian — 8
Hoist Operator — 1
House Servant — 1
Hunter — 40

I

Inventor — 12
Investigator — 1
Indian Interpreter — 2

J

Judge — 3
Jeweler — 1

K

King — 46
Knife Sharpener — 1
King's Representative — 1

ALL RACES – MALES Continued

(Holt, Rinehart, Winston, Inc.; Holt Databank; Grades 1 – 6; 1972)

L

Lawmaker — 2
Lawyer — 4
Landlord — 4
Leader — 1
Lord — 4
Leatherworker — 1
Lumberman — 1
Logger — 14

M

Merchant — 19
Mill Owner — 1
Metal Worker — 1
Medicine Man — 2
Messenger — 4
Miner — 39
Missionary — 5
Mayor — 13
Mound Builder — 3
Minstrel — 2
Magician — 2
Mill Owner — 1
Musician — 1
Metal Crafter — 2
Machine Operator — 11
Mechanic — 1
Mountie — 1
Mailman — 3

N

Nobleman — 2
Night Watchman — 2

O

Overseer — 2
Official — 2
Olive Pressman — 1
Operator — 1

P

Pyramid Builder — 5
Political Leader — 4
Pilot — 1
Police Officer — 13
President — 30
Politician — 1
Public Health — 2
Philosopher — 2
Peasant — 8
Public Official — 1
Political Scientist — 1
Pro Basketball Player — 4
Prisoner — 1
Prince — 5
Principal — 2
Parliament Representative — 5
President Aide — 1
Power Worker — 1
Paper Maker — 1
Poet — 2
Police Commissioner — 1
Priest — 3

R

Road Builder — 2
Railroad Worker — 2
Revolutionary — 3
Runner — 10
Rancher — 2
Robber — 3
Ruler — 7
Royal Artist — 2
Representative — 2
Reporter — 4
Royal Councilman — 1
Royal Government Worker — 13
Riveter — 3

S

Scribe — 2
Scholar — 3
Spinner — 1
Seller — 2
Scientist — 30
Stocking Maker — 5
Senator — 2
Sailor — 15
Servant — 12
Storyteller — 5
Ship Owner — 3
Sachems — 50
Sea Captain — 1
Store Owner — 2
Slave — 21
Settler Leader — 1
Soldier — 48
Steel Worker — 2
Stone Quarry Worker — 1
Shoe Maker — 3
Steel Mill Owner — 4
Slave Owner — 1
Slave Trader — 1
Sheriff — 1
Salt Maker — 1
Stone Worker — 3
Shepherd — 1
Shop Clerk — 1
Sociologist — 2
Sandal Maker — 1
Sweeper — 1
Storekeeper — 6
Street Car Driver — 2

T

Teacher — 16
Tea Authority — 1
Trader — 27
Tradesman — 1
Town Councilman — 6
Telegrapher — 1
Truck Loader — 1
Truck Driver — 2
Tractor Operator — 2
Thresher — 2
Tree Sprayer — 1
Tree Pruner — 1
Trapper — 1
Taxi Driver — 2

U

U. S. President — 11
Union Soldier — 6

V

Viking — 45
Viceroy — 2
Vice President — 3
Vigilante — 200
Vendor — 2

W

Weaver — 5
Warrior — 68
Wiseman — 3
War Chief — 1
Workman — 14
Weatherman — 2

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Holt, Rinehart, Winston, Inc. *SERIES TITLE: Holt Databank*
GRADES 1 – 6 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 40

A
Abolitionist — 1
Artist — 1

B
Bushman Mother — 8
Bushman Wife — 1
Basket Maker — 2

C
Carder — 2
Cashier — 1
Canner — 6
Clerk — 1
Cleaning Woman — 1

D
Dead Servant — 4
Date Seller — 1
Dress Maker — 1

F
Farm Worker — 4
Farmer — 12
Factory Worker — 2
Food Gatherer — 1

H
Housing Clerk — 1

L
Lace Maker — 1
Longhouse Head — 2

M
Mother — 58
Melon Picker — 6

N
Nurse — 1

Q
Queen — 4

S
Spinner — 4
Saint — 1
Squaw — 1
Secretary — 2
Shepherd — 2
Salt Maker — 1
Shop Clerk — 1
Seamstress — 6

T
Teacher — 9
Tribal Fisher — 4
T. V. Dinner Preparation — 2

V
Vendor — 1

W
Waitress — 2
Weaver — 4
Women's Rights Worker — 1
Worker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Holt, Rinehart, and Winston *SERIES TITLE: Holt Databank*
GRADES 1 – 6 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 55

A
Army Man — 2
Ambassador — 2
Author — 1
Aviator — 1
Aztec Lord — 2

B
Barber — 1
Bowman — 2
Baker — 1

C
Cook's Helper — 1
Chief — 5
Craftsman — 5
Cocoa Worker — 1
Construction Worker — 1
Calligrapher — 1
Carpenter — 1
Councilman — 2

D
Drummer — 1
Doctor — 1

E
Explorer — 2
Emperor — 1

F
Farmer — 22
Fur Trader — 2
Fisher — 1

G
Governor — 1
Granite Worker — 4
Guide — 1

H
Herdsman — 1
Hunter — 16
Headman — 3

I
Interpreter — 2

K
King — 6

L
Lawyer — 1
Leader — 1

M
Medicine Man — 2
Messenger — 4
Mound Builder — 3
Metal Worker — 1

P
Pro Basketball Player — 2
President — 1
Priest — 1

R
Ruler — 1
Royal Artist — 2
Runner — 1
Revolutionary — 3

S
Slave — 5
Servant — 10
Stone Worker — 12
Sachems — 50
Sailor — 5
Store Owner — 2
Soldier — 30

T
Trader — 7
Teacher — 2

W
Warrior — 63
War Chief — 1
Wiseman — 2

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Holt, Rinehart, and Winston *SERIES TITLE: Holt Databank*
GRADES 1 – 6 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 12

C
Cleaning Woman — 1

F
Farm Worker — 2
Fisher — 4

L
Longhouse Head — 1

M
Mother — 37

S
Secretary — 1
Shepherd — 2
Spinner — 1

T
Teacher — 2

V
Vendor — 1

W
Wife — 1
Weaver — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Holt, Rinehart, Winston, Inc.	The Holt Basic Reading System (Grades 1 — 6)	1973

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
202	108 72%	39 15%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
34 202 = 15%	14 9%	5 2%	0 0	4 1%	2 <1%	0 0	1 1%	2 <1%	0 0	1 <1%	0 0	0 0	1 <1%	3 <1%	0 0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	15	0 0

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
136	116 85%	20 15%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
30	23	7

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
14	6	1	2	1	1	0	0	0	1	2	1	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Holt, Rinehart, and Winston, Inc. *SERIES TITLE: The Holt Basic Reading System*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 116

A
Actor — 2
Astronaut — 7
Architect — 4
Archaeologist — 3
Artist — 3
Art Museum Director — 1

B
Barber — 1
Biologist — 2
Bus Driver — 1
Bank President — 1
Beggar — 1
Boxer — 2
Builder — 1

C
Coachman — 2
Cook — 3
Chief — 1
Clown — 5
Circus Manager — 1
Crook — 2
Courtier — 9
Clerk — 1
Chariot Driver — 1
Captain — 6
Coach Driver — 3
Computer Programmer — 11

D
Dentist — 1
Doorman — 1
Drummer — 7
Deputy — 1
Diver — 14
Doctor — 7
Director — 1

E
Engineer — 1
Explorer — 3
Emperor — 1

F
Farm Hand — 1
Frogman — 2
Fisherman — 8
Farmer — 6
Farm Manager — 1

G
Gaucho — 1
General — 2
Guard — 20

H
Hunter — 1
Harpist — 1
Hermit — 1
Hot Dog Vendor — 1

I
Ice Cream Vendor — 2

J
Jazz Musician — 1
Jazz Horn — 1
Junk Man — 1

K
King — 18
Knight — 19

L
Logger — 10
Lawyer — 1
Lifeguard — 1

M
Merchant — 15
Music Director — 1
Musician — 10
Magician — 3
Mayor — 3
Mailman — 1
Miner — 4

N
News Reporter — 1
Native Chief — 1

O
Ox Driver — 1

P
Pearl Merchant — 1
Policeman — 11
Priest — 2
Professor — 1
Photographer — 1
Probation Officer — 1
Peddler — 2
Principal — 3
President — 1
Potter — 1
Painter — 1
Prince — 4
Page — 2
Park Master — 1
Peace Officer — 1
Police Chief — 1
Programmer — 1
Pearl Diver — 13

R
Roadmaster — 1
Railroad Engineer — 1
Railroad Fireman — 1
Roofer — 1
Riveter — 3
Roman Consul — 1

S
Sultan — 1
Seaman — 26
Sweeper — 4
Singer — 1
Sheriff — 1
Soldier — 27
Street Merchant — 1
Shoemaker — 1
Scientist — 1
Sailor — 6
Sail Maker — 1

T
Taxi Driver — 2
Truck Driver — 4
Teacher — 1
Tiger Trainer — 1
Thieves — 2
Tailor — 1

U
United Nations Representative — 22

V
Veterinarian — 1

W
Warrior — 39
Waiter — 1
Worker — 1
Workman — 1
Weaver — 11

Z
Zoo Keeper — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Holt, Rinehart, and Winston, Inc. *SERIES TITLE: The Holt Basic Reading System*

GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 20

A

Acrobat — 1
Author — 1

B

Baseball Coach — 1

F

Flower Seller — 1
Fortune Teller — 1

G

Gym Teacher — 1

H

Harpist — 1
Housekeeper — 2

L

Librarian — 4

M

Mother — 51
Music Director — 1

O

Opera Singer — 1

P

Princess — 3

Q

Queen — 7

S

Scientist — 1

T

Teacher — 7

V

Vendor — 3

W

Witch — 3
Welfare Judge — 1
Water Carrier — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Holt, Rinehart, and Winston, Inc. *SERIES TITLE: The Holt Basic Reading System*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 23

C
Computer Programmer — 1
Chief — 1
Captain — 1

D
Drummer — 4

F
Farmer — 3
Fisherman — 4

G
Guard — 6

J
Jazz Musician — 1
Jazz Horn — 1

M
Musician — 2

P
Prince — 1
Programmer — 1
Pearl Diver — 13
Policeman — 1

R
Railroad Engineer — 1
Roadmaster — 1
Representative — 3

S
Sail Maker — 1
Sailors — 6

T
Taxi Driver — 1
Truck Driver — 1

W
Weaver — 1
Warriors — 39

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Holt, Rinehart, and Winston, Inc. *SERIES TITLE: The Holt Basic Reading System*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

L
Librarian — 2

M
Music Director — 1
Mother — 15

O
Opera Singer — 1

P
Princess — 1

T
Teacher — 1

V
Vendor — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
[illegible]	Action [illegible] (Grades 7 — [illegible])	

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	[illegible] [illegible]	[illegible] 11%	

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible] = 30%	11 12%	2 2%	0 0	2 2%	1 1%	0 0	4 4%	[illegible]	[illegible]	1 1%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
248	215 87%	33 13%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
44	37	7

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
10	6	7	1	11	1	0	1	0	0	1	0	5	1	4	2

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

***PUBLISHER:* Houghton Mifflin** ***SERIES TITLE:* Action Series**
GRADES 7 – 9 ***YEAR PUBLISHED:* 1971**

TOTAL NUMBER DIFFERENT CAREER ROLES = 215

A
Accountant — 1
Actor — 1
Agent — 1
Ambassador — 1
Animal Trainer — 1
Apartment Superintendent — 1
Army Officer — 4
Attendant — 1
Author — 3

B
Baker — 2
Ballad Singer — 1
Banker — 1
Barber — 2
Bartender — 1
Baseball Player — 1
Beachcomber — 1
Bellhop — 1
Blacksmith — 1
Booking Agent — 1
Boss — 1
Bottle Washer — 1
Box Maker — 1
Boxer — 1
Brigadier General — 1
Bronc Rider — 3
Burglar — 1
Bus Driver — 2
Businessman — 1

C
Cab Driver — 1
Captain — 1
Carpenter — 2
Cashier — 1
Cavalry — 6
Change Maker — 1
Chief — 1
Chief Operator — 1
Civil Servant — 1
Clerk — 8
Club Owner — 1
Coach — 3
Coalyard Owner — 1
Columnist — 3
Commander — 2
Commissioner — 1
Constable — 1
Convict — 1
Cook — 2
Cop — 6
Construction — 4
Cotton Picker — 1
Counterman — 1
Cowboy — 1
Curate — 1

D
Dealer — 1
Delivery Boy — 1
Delivery Man — 1
Delicatessen Owner — 1
Dentist — 1
Deputy Sheriff — 1
Designer — 1
Detective — 4
Detention Home Superintendent
Disc Jockey — 1
Discotheque Owner — 1
Doctor — 11
Driver — 1
Druggist — 4
Drugstore Owner — 1

E
Editor — 4
Engineer — 1
Engraver — 1
Entertainer — 2

F
Factory Employee — 1
Factory Worker — 1
Farmer — 14
Fiddler — 1
Field Marshal — 1
Firm Employee — 1
Firm Owner — 1
Fisherman — 1
Fish Market Man — 1
Floor Walker — 1
Foreman — 1
Forester — 16
Freighter — 2

G
Gas Station Attendant — 1
Gate Keeper — 1
General — 8
Genie — 1
Ghost — 4
Goal Keeper — 1
Governor — 1
Guard — 17
Gunner — 1
Gym Teacher — 1

H
Hawker — 2
Helmsman — 1
Helper — 1
H-G Man — 2
Historian — 1
Hood — 2
Hospital Clerk — 1
Hotel Clerk — 1
Hunter — 2

I
Immigration Officer — 1
Informer — 1
Inspector — 1
Instructor — 3
Intern — 1
Interpreter — 1
Inventor — 1

J
Journalist — 1
Judge — 8

K
King — 5

L
Lawyer — 3
Lieutenant — 1
Longshoreman — 1
Lord — 1

M
Manager — 3
Major — 1
Maitre'd — 1
Mayor — 3
Mill Foreman — 1
Mill Owner — 1
Mill Worker — 1
Murderer — 1
Muslim Leader — 1

N
Newspaper Owner — 2
Newspaper Man — 1

O

Orderly — 2
Office Worker — 1
Officer — 12

P

Park Keeper — 1
Pastor — 1
Patrolman — 1
Phone Operator — 1
Photographer — 2
Physicist — 1
Poet — 3
Police Chief — 1
Policeman — 11
Porter — 1
President — 2
Presser — 1
Priest — 4
Prince — 6
Principal — 2
Printer — 3
Prisoner — 10
Proctor — 2
Professor — 4
Proprietor — 2
Prospector — 1
Psychiatrist — 1
Publicity Man — 1
Puller-in — 1

R

Rabbi — 2
Rebel — 4
Record Reporter — 1
Referee — 2
Reformatory Teacher — 1
Reporter — 5
Rich Man — 1
Rodeo Helper — 2

S

S. S. Man — 10
Sailor — 1
Salesman — 2
Santa Claus — 1
Satan — 1
Scientist — 1
Sergeant — 4
Servant — 1
Sheepman — 1
Sheriff — 2
Skipper — 1
Sniper — 2
Spaceman — 2
Sparring Partner — 4
Soldier — 22
Stable Man — 1
State Police — 1
Statesman — 1
Station Master — 1
Stock Clerk — 1
Store Keeper — 1
Store Owner — 1
Strong Man — 1
Superintendent — 1
Surgeon — 1

T

Tank Driver — 1
Taxi Driver — 1
Teacher — 1
Television Man — 2
Tenement Owner — 1
Thief — 2
Ticket Taker — 1
Town Clerk — 1
Tramp — 1
Translator — 1
Truck Driver — 4
T. V. Announcer — 1

U

Undertaker — 1

W

Waiter — 1
Watch Repairer — 1
Watchman — 3
Welfare Officer — 1
Welfare Person — 1
Western Union Operator — 1
Wiseman — 2
Witch Doctor — 1
Wizard — 1
W. P. A. Worker — 1
Worker — 6
Writer — 2

Z

Zoo Collector — 1

ALL RACES – CAREERS ASSIGNED BY SEX – FEMALE

PUBLISHER: Houghton Mifflin *SERIES TITLE: Action Series*

GRADES 7 – 9 *YEAR PUBLISHED: 1971*

TOTAL NUMBER DIFFERENT CAREER ROLES = 33

A

Author — 1

B

Ballerina — 8
Beauty Shop Attendant — 1

C

Chorus Girl — 2
Cleaning Woman — 1
Clerk — 2
Cook — 1
Cotton Picker — 1
Court Clerk — 1

D

Delivery Woman — 1
Desk Clerk — 1

F

Fig Packer — 2

G

Geologist — 1
Girl Prostitute — 2

H

House Worker — 1
Handicap-Moongen — 1

L

Landlady — 1

M

Maid — 3
Manager — 1
Mid-wife — 1
Model — 5
Mother — 52

N

Nurse — 2

P

Piano Teacher — 1
Princess — 1

S

Servant — 2
Store Owner — 3

T

Teacher -- 5
Trick Rider — 1
Typist — 1

W

Waitress — 3
Wash Woman — 1
Witch — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Action Series
GRADES 7 – 9 YEAR PUBLISHED: 1971

TOTAL NUMBER DIFFERENT CAREER ROLES = 37

B
Blacksmith — 1
Baseball Player — 1
Bellhop — 1
Boxer — 1
Bronc Rider — 1
Bus Driver — 1

C
Chief — 1
Commander — 1

E
Entertainer — 1

F
Foreman — 1
Fisherman — 1
Farmer — 1

G
Gate Keeper — 1
Guard — 1

H
Hunter — 1

I
Interpreter — 1
Informer — 1

J
Judge — 1

K
King — 1

L
Lawyer — 1

M
Mill Worker — 1
Mayor — 1

O
Office Worker — 1

P
Porter — 1
Principal — 1
Policeman — 1
Proprietor — 1

R
Reporter — 1
Rich Man — 1

T
Town Clerk — 1
Teacher — 1
Thief — 1
Truck Driver — 1

W
Witch Doctor — 1
Watchman — 1
Worker — 1
Wiseman — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Action Series
GRADES 7 – 9 YEAR PUBLISHED: 1971

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

B
Beauty Shop Attendant — 1

C
Cook — 1

F
Fig Packer — 2

M
Maid — 1
Mother — 14

S
Servant — 1

W
Wash Woman — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Houghton Mifflin	Directions (Grades 7 — 9)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	[illegible] 78%	18 22%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible]	[illegible]	10 11%	1 1%	4 4%	2 2%	1 1%	[illegible]	2 2%	0 0	0 0	0 0	1 1%	0 0	0 0	0 0	1 1%	1 1%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
[illegible]	134 84%	29 18%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
45	34	11

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
[illegible]	10	4	1	4	1	0	0	0	0	2	1	0	0	1	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Directions

GRADES 7 – 9 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 154

A
Actor — 2
Artist — 1
Assistant Manager — 1
Author — 3

B
Baker — 1
Ball Player — 5
Bandit — 1
Bank Manager — 1
Bank President — 1
Boat Captain — 1
Bishop — 1
Bus Boy — 1
Boss — 3
Bus Driver — 1

C
Car Agency Owner — 1
Car Wash Boss — 1
Catcher — 2
Checker — 2
Chef — 1
Chief — 14
Clerk — 1
Club Owner — 2
Coach — 3
Coast Guard — 3
Colonel — 1
Composer — 1
Constable — 1
Cook — 5
Cop — 15
Cotton Chopper — 1
Counselor — 1
Cowboy — 11
Custodian — 2

D
Dean — 1
Dentist — 1
Deputy — 2
Dictator — 1
Doctor — 13
Dope Peddler — 1

E
Explorer — 1
Executive Officer — 1

F
Factory Worker — 5
Farmer — 6
Fireman — 1
Fisherman — 2
Fish Market Owner — 1
Foreman — 1

G
Gardener — 1
Garage Owner — 1
Gas Station Attendant — 2
General — 2
Golfer — 2
Governor — 3
Grave Digger — 1
Grocer — 1
Guard — 2
Guidance Counselor — 1
Guide — 1

H
Harbor Patrol — 3
Hardware Man — 1
Herder — 2
Horse Rancher — 1
Hunter — 3
Hustler — 3

I
Ice Man — 1
Indian Director — 1

J
Jailbird — 1
Janitor — 1
Judge — 5

L
Landlord — 2
Lawyer — 2
Leadman — 1
Lifeguard — 2
Longshoreman — 1
Lunchroom Owner — 1

M
Manager — 1
Marine — 1
Mayor — 1
Mechanic — 4
Mechanic Helper — 6
Medic — 1
Medical Aide — 1
Miner — 2
Minister — 1
Movie Maker — 2
Musician — 8

N
Newspaperman — 1

O
Oil Driller — 2
Oil Well Owner — 1
Organizer — 1

P
Paving Boss — 1
Pitcher — 2
Photographer — 1
Police — 7
Policeman — 4
Politician — 1
Pool Hall Owner — 1
Postal Worker — 2
Preacher — 2
Priest — 2
Principal — 5
Pool Hall Employee — 1
Probation Officer — 1
Professor — 2
Project Helper — 1
Psychologist — 1

R
Rabbi — 1
Race Driver — 9
Rancher — 3
Real Estate — 1
Rehabilitation Employee — 1
Reverend — 1

S
Sailor — 1
Salesman — 1
Sawmill Worker — 1
Scout Master — 1
Scout — 1
Senator — 1
Sergeant — 1
Service Station Attendant — 1
Singer — 1
Share Cropper — 1
Sheriff — 1

ALL RACES – MALES Continued

(Houghton Mifflin, Directions, Grades 7 – 9, 1972)

Ship Crew — 3
Shoe Repairman — 1
Shoe Shiner — 1
Social Worker — 1
Shop Teacher — 1
Soldier — 3
Stock Boy — 1
Storekeeper — 2
Store Owner — 1
Storyteller — 1
Superintendent — 1
Supervisor — 1
Supreme Court — 9
Switch Man — 1

T
Tailor — 1
Teacher — 3
Thief — 1
Ticket Seller — 1
Trader — 1
Truck Driver — 7

U
University President — 1

V
Veterinarian — 1
Vice Principal — 1

W
Warrior — 1
Watchman — 2
Weatherman — 1
Wino — 1
Worker — 3
Wreckyard — 3
Wreckyard Boss — 1

Y
Y. M. C. A. Counsel — 3

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Directions

GRADES 7 – 9 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 29

C
Cannery Worker — 1
Card Reader — 1
Cashier — 1
Checker — 3
Clerk — 1
Counselor — 1

D
Domestic — 1

F
File Clerk — 1

G
Gas Station Attendant — 1

H
Housekeeper — 1

L
Landlady — 1
Librarian — 1

M
Mother — 33

N
Nun — 1
Nurse — 3

P
Phone Operator — 2
Preacher — 1
Principal — 1
Probation Officer — 2

R
Recreation Director — 1

S
Singer — 2
Social Worker — 2
Store Clerk — 2
Store Detective — 1
Supervisor — 3

T
Teacher — 12

W
Waitress — 3
Witch — 1
Worker — 3

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Directions

GRADES 7 – 9 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 34

A
Actor — 1

B
Baker — 1

C
Car Agency Owner — 1
Car Wash Boss — 1
Chief — 8
Cotton Chopper — 1

D
Dentist — 1
Doctor — 3
Dope Peddler — 1

F
Farmer — 1
Foreman — 1

G
Gardener — 1
Golfer — 1

H
Herder — 1
Hunter — 1
Hustler — 3

I
Indian Director — 1

J
Jailbird — 1

L
Lawyer — 1
Longshoreman — 1

M
Medical Aide — 1

P
Police — 1
Politician — 1
Pool Hall Employee — 1
Professor — 2

R
Real Estate — 1

S
Sawmill Worker — 1
Share Cropper — 1
Shoe Shiner — 1
Stock Boy — 1

T
Teacher — 1
Truck Driver — 1

W
Warrior — 1
Worker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Directions

GRADES 7 – 9 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 11

C
Checker — 1

D
Domestic — 1

F
File Clerk — 1

L
Librarian — 1

M
Mother — 14

N
Nurse — 1

P
Phone Operator — 1

S
Singer — 1

T
Teacher — 1

W
Witch — 1
Worker — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Houghton Mifflin	Houghton Mifflin Reading Series (Grades 1 — 8)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
207	136 64%	[illegible] 16%	[illegible] 20%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible] = 20%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	0 0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
265	223 84%	42 16%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
[illegible]	[illegible]	[illegible]

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
25	4	11	4	5	1	0	1	[illegible]	2	2	1	0	0	0	2

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Houghton Mifflin *SERIES TITLE: Houghton Mifflin Readers*
GRADES 1 – 8 *YEAR PUBLISHED: 1974*

TOTAL NUMBER DIFFERENT CAREER ROLES = 223

A
Apartment Manager — 1
Astronaut — 2
Artist — 3
Astronomer — 3
Author — 1
Animal Trainer — 1
Apprentice — 2
Actor — 1
Athlete — 3

B
Burglar — 3
Baseball Pro — 2
Businessman — 21
Bus Driver — 2
Bridge Tender — 1
Butler — 1
Barber — 1
Bee Keeper — 1
Bulldozer Driver — 1
Butcher — 1
Bean Picker — 1
Boat Builder — 1
Baron — 1
Bell Ringer — 1
Balloon Man — 1
Baggage Handler — 1

C
Coach — 5
Cowboy — 2
Cartoonist — 1
Commander — 10
Computer Technician — 1
Chariot Driver — 1
Caretaker — 1
Cook — 7
Captain — 7
Circus Owner — 2
County Fair Judge — 1
Carpenter — 2
Conductor — 3
Cobbler — 2
Chemist — 2
Contractor — 1
Clown — 1
Chief — 5
Caravan Leader — 1
Candy Store Man — 1
Carriage Driver — 1
Custodian — 1

D
Detective — 2
Deliveryman — 1
Doctor — 21
Diver — 1
Dancer — 1
Drummer — 2
Drug Store Owner — 1
Dentist — 1

E
Engineer — 2
Emperor — 9
Excavator — 2
Electrician — 1
Expressman — 1
Elephant House Keeper — 1
Editor — 5
Elf — 5

F
Farmer — 21
Football Pro — 2
Fisherman — 14
Foreman — 1
Firefighter -- 8
Flower Vendor — 1
Florist — 2
Forest Service Man — 1

G
God — 1
Geographer — 1
Geologist — 1
Gold Seekers — 10
Garbageman — 2
Ghost — 1
Giant — 3
Groceryman — 1
Grocery Delivery Man — 1
Goldsmith — 1
Guard — 1
Grocer — 5

H
Historian — 3
Hotel Owner — 1
Hotdog Vendor — 1
Head Teacher — 1
Hockey Pro — 1
Hunter — 7
Hermit — 1

I
Inventor — 5
Inspector — 2
Inn Keeper — 1
Ice Cream Vendor — 1
Interpreter — 1

J
Junk Collector — 3
Judge — 2
Jester — 1
Jailer — 1

K
Knight — 5
King - 18

L
Librarian — 1
Lieutenant — 1
Lord — 2
Laborer — 1

M
Mover — 4
Motorcycle Pro — 1
Musician — 17
Mountain Climber — 1
Missionary — 5
Mason — 1
Mail Carrier — 1
Milkman — 4
Mathematician — 2
Mountaineer — 1
Minister — 4
Mayor — 6
Monkey House Keeper — 1
Mariner — 1
Museum Worker — 1

N
Newsstand Worker — 1
Newsstand Owner — 1
Newspaper Vender — 1
Navy Officer — 1

O
Overseer — 3
Officer — 1

P
Pilot — 1

ALL RACES – MALES Continued

(Houghton Mifflin, Houghton Mifflin Readers, Grades 1 – 8, 1974)

Psychologist — 1
Politician — 1
Painter — 3
Printer — 1
Professor — 7
Policeman — 15
Prospector — 2
Pirate — 3
Photographer — 1
Pastor — 3
Plumber's Assistant — 1
Prince — 2
Pitcher — 2
Plumber — 2
President — 4
Philosopher — 2
Potter — 1
Poet — 1
Pet Store Owner — 2
Park Department Official — 1
Peasant — 1
Pirate — 1

Q

Quaker — 1

R

Rancher — 5
Researcher — 5
Railroad Worker — 1
Repairman — 1
Radarman — 1
Reporter — 2
Railway Foreman — 1
Robber — 3
Rainmaker — 1

S

Secret Agent — 2
Steel Worker — 2
Surfer — 1
Slave — 6
Soldier — 31
Scientist — 3
Sailor — 62
Switchman — 1
Sanitation — 1
Store Owner — 2
Sheriff — 1
Salesperson — 2
Spaceman — 6
Silverworker — 1
Secretary — 1
Sergeant — 1
Statesman — 4
Slave Master — 1
Senator — 3
Stockbroker — 1
Slave Hunter — 3
Smuggler — 2
Santa — 1
Shoe Shiner — 1
Settler — 4
Spy — 1
Sentry — 1
School Superintendent — 1
Storyteller — 1
Serviceman — 1
Soda Clerk — 1
Squire — 1
Servant — 4
Shepherd — 2

T

Trapper — 1
Tribal Chief — 1
Teacher — 3
Truck Driver — 10
Taxi Driver — 1
T. V. Commentator — 4
Telegraph Operator — 3
Tanner — 1
Think Tank Person — 1
Troll — 1
Tall Man — 1
Taxidermist — 1
Thief — 5
Trumpet Player — 1
Tramp — 1
Trader — 4

V

Vendor — 4

W

Waiter — 1
Writer — 4
Watchman — 1
Wood Carver — 1
Woodsman — 1
Wanderer — 1
Wizard — 2
War Scout — 1
Warrior — 53
Witch Doctor — 1

Z

Zoo Keeper — 1
Zoo Director — 1
Zoo Doctor — 1

[illegible] FEMALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Houghton Mifflin Readers

GRADES 1 – 8 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 42

A
Astronavigator — 1
Astrobiologist — 1

B
Beggar — 1

C
Candy Store Owner — 1
Cleaning Woman — 1
Cook — 2
Coach — 1
Council Woman — 1

D
Diver — 1
Dancer — 1

F
Feminist Speaker — 1
Fat Lady in Circus — 1
Farmer — 1

G
Goddess — 1

H
Housewife — 1
Housekeeper — 2

I
Ice Skater — 1

L
Lady in Waiting — 17
Librarian — 1

M
Mother — 112
Magician — 1
Movie Star — 1
Monarch — 1
Maid — 1

N
Nurse — 6

P
Princess — 1
Play Woman — 1
Pitcher — 1

Q
Quaker — 2
Queen — 1

R
Restaurant Owner — 1

S
Spinster — 1
Squaw — 1
Slave — 3
Secretary — 2
Servant — 1
Salesperson — 1

T
Teacher — 36
Therapist — 1

V
Volunteer — 3

W
Waitress — 1
Witch Doctor — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Houghton Mifflin Readers
GRADES 1 – 8 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 50

A
Artist — 3
Athlete — 1

B
Boat Builder — 1
Bell Ringer — 1

C
Conductor — 1
Cook — 1
Chief — 3
Coach — 1
Candy Store Man — 1
Contractor — 1
Custodian — 1

D
Deliveryman — 1

E
Emperor — 2

F
Florist — 2
Fisher — 2
Firefighter — 1
Farmer — 2
Flower Vendor — 1

G
Groceryman — 1
God — 1
Giant — 1
Guard — 1

H
Hotdog Vendor — 1
Hunter — 5

I
Interpreter — 1

J
Junk Collector — 1

L
Laborer — 1

M
Minister — 1
Musician — 1

N
Newsstand Owner — 1

O
Officer — 1

P
Pastor — 1
Potter — 1
Painter — 1
Photographer — 1

R
Rainmaker — 1
Rancher — 2

S
Slave — 3
Shoe Shiner — 1
Steelworker — 1
Silverworker — 1
Shop Keeper — 1

T
Truck Driver — 1
Teacher — 2
Trapper — 1
Trader — 1

W
Witch Doctor — 1
Wanderer — 1
War Scout — 1
Warrior — 4

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Houghton Mifflin Readers
GRADES 1 – 8 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

G
Goddess — 1

L
Librarian — 1

M
Mother — 32
Maid — 1

S
Slave — 1

T
Teacher — 2

W
Witch Doctor — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Houghton Mifflin	The Houghton Mifflin Reading Series (Grades 1 – 8)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
318	174 55%	64 20%	

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
70 318 = 22%	14 4%	9 3%	4 1%	8 3%	4 1%	2 <1%	4 1%	4 1%	1 <1%	1 <1%	0 0	0 0	4 1%	1 <1%	3 <1%	[illegible]	[illegible]	[illegible]	0 0	0 0	0 0	2 <1%	[illegible]	[illegible]	[illegible]	22 7%	10 3%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
358	303 85%	55 15%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
88	69	[illegible]

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
27	12	12	5	7	2	2	1	21	4	6	2	0	0	8	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Houghton Mifflin SERIES TITLE: Houghton Mifflin Reading Series
GRADES 1 – 6 YEAR PUBLISHED: 1976

TOTAL NUMBER DIFFERENT CAREER ROLES = 303

A

Actor — 1
Admiral — 1
Adventurer — 1
Aide — 1
Air Ministry Man — 1
Air Traffic Controller — 1
Air Force Captain — 1
Air Craft Designer — 1
Ambulance Driver — 1
Animal Keeper — 1
Announcer — 1
Apprentice — 1
Art Dealer — 2
Artist — 9
Astronaut — 4
Astronomer — 6
Attendant — 3
Attorney — 3
Attorney General — 1
Author — 1

B

Baker — 1
Balloon Man — 1
Balloon Seller — 1
Band — 4
Band Leader — 1
Bandsman — 1
Banker — 2
Bee Keeper — 2
Bell Ringer — 1
Bill Collector — 1
Biologist — 2
Blacksmith — 1
Bohique — 1
Brakeman — 1
Brigadier General — 1
Buddhist Priest — 1
Builder — 1
Building Wrecker — 4
Bulldozer Driver — 1
Bulldozer Man — 1
Bus Driver — 2
Businessman — 4

C

Cabin Boy — 1
Captain — 9
Candy Store Man — 1
Carpenter — 4
Cattleman — 4
Chamberlain — 1
Chauffeur — 1
Checkstand Man — 1
Chef — 1
Chief — 2
Chief Justice — 1
Chief Ranger — 1
Civil Rights Leader — 1
Clerk — 4
Clock Maker — 2
Clown — 2
Coach — 1
Coal Hauler — 1
Cobbler — 1
Colonel — 3
Commander — 3
Commissioner — 1
Composer — 1
Computer Programmer — 1
Computer Technician — 1
Conductor
Constable — 2
Conquistador — 5
Construction — 1
Cook — 2
Cook's Helper — 2
Corporal — 2
Cosmic Geographer — 1
Cosmonaut — 1
Cosmonaut Commander — 1
Cowboy — 5
Critic — 2
Crown Prince — 1

D

Dean — 1
Delivery Man — 1
Dentist — 1
Director — 1
Dock Worker — 1
Doctor — 13
Dog Catcher — 1
Doorman — 1
Drugstore Man — 1

E

Editor — 1
Electrician — 2
Elf — 5
Emperor — 5
Enchanter — 1
Engineer — 4
Explorer — 7

F

Fair Judge — 1
Farmer — 23
Fisherman — 18
Fire Chief — 1
Firefighter — 1
Fireman — 6
First Mate — 1
Florist — 1
Footman — 2
Fortune Teller — 1
Foundry Worker — 3

G

Gamestand Worker — 2
Garbage Collector — 1
Garbage Man — 2
Gardener — 1
Gendarme — 2
General — 4
Giant — 2
Governor — 2
Governor's Writer — 1
Great Chief — 1
Grocer — 4
Groom — 2
Guard — 16
Guide — 2
Gunner — 1

H

Head Priest — 1
Head Man — 1
Helicopter Pilot — 1
Herald — 1
Hired Boy — 1
Hired Man — 1
Horse Driver — 1
Horse Trainer — 1
Hotdog Vendor — 2
Hunter — 3
Half God — 1

I

Ice Cream Man — 1
Inn Keeper — 1
International Police — 1
Inventor — 4

J

Janitor — 3
Judge — 2
Justice — 1

K

King — 17
Knight — 14

L

Landlord — 1
Leader — 5
Lemonade Vendor — 1
Lieutenant — 2
Lobster Man — 1
Lockmaster — 1
Logger — 2
Lord Chamberlain — 1
Lord High Chancellor — 1
Lunch Counter Man — 1
Lunchroom Owner — 1

M

Mail Carrier — 2
Mailman — 2
Major — 1
Manager — 1
Mandarin — 4
Marshall — 2
Mason — 1
Mayor — 13
Merchant — 1
Milk Carrier — 2
Milkman — 4
Miller — 3
Mine Developer — 1
Minister — 3
Mining Engineer — 2
Motorman — 1
Music Conductor — 2
Music Director — 1
Music Master — 1
Music Teacher — 1
Musician — 9

N

Native American Chief — 1
Naturalist — 1
Newscaster — 1
Newspaper Apprentice — 1
Newspaper Man — 1

O

Officer — 2
Orchestra Director — 1
Orderly — 1
Outlaw Leader — 1
Overseer — 1

P

Painter — 3
Paper Man — 1
Park Attendant — 1
Patriot — 1
Pet Store Man — 1
Physicist — 1
Pilot — 3
Pirate — 2
Plowman — 1
Plumber — 2
Plumber's Helper — 1
Poet — 3
Police Chief — 1
Policeman — 14
Popcorn Seller — 1
President — 7
Priest — 3
Prime Minister — 1
Prince — 5
Principal — 1
Print Shop Owner — 1
Printer's Devil — 1
Professor — 2
Prospector — 3
Publisher — 1

R

Rabbi — 1
Race Track Rider — 1
Radar Man — 1
Radio Announcer — 3
Radio Operator — 4
Radio Star — 1
Railroad Worker — 1
Raider — 1
Rainmaker — 1
Ranch Owner — 1
Ranch Worker — 1
Rancher — 9
Range Boss — 1
Ranger — 1
Rat Trap Man — 2
Reporter — 4
Researcher — 1
Robber — 2
Rocket Worker — 4

S

Sailor — 6
Salesman — 1
Sanitation Worker — 2
Santa — 1
School Father — 1
School Master — 1
Scientist — 9
Sculptor — 2
Sea God — 1
Sea Man — 1
Second Mate — 1
Secret Agent — 2
Secretary of Interior — 1
Senator — 3
Servant — 3
Sheepman — 2
Shell Dealer — 1
Shepherd — 4
Sheriff — 2
Shoe Store Owner — 1
Silversmith — 2
Skipper — 1
Slave — 4
Slave Trader — 1
Soldier — 18
Space Aide — 4
Space Captain — 2
Space Navigator — 1
Spaceman — 4
Stable Boy — 1
State Trooper — 8
Station Worker — 1
Steel Worker — 1
Storekeeper — 1
Superintendent — 1
Supervisor — 1
Surveyor — 1
Switchman — 1

T

Tailor — 2
Taxi Man — 1
Teacher — 4
Theater Director — 1
Thief — 1
Ticketman — 1
Time Keeper — 1
Toy Shop Owner — 1
Track Coach — 1
Tractor Driver — 1
Trader — 1
Train Man — 2
Tramp — 1
Trapper — 2
Troll - 2
Truck Driver — 4
Trucker — 1
T. V. Announcer — 2
T. V. Man — 2
T. V. Repairman — 1

U

United Nations President
U. S. Minister — 1
U. S. President — 5
Usher — 1

V

Vice President — 2

W

Waiter — 2
Warrior — 7
Watchmaker — 1
Watchman — 2
Welder — 1
Wizard — 1
Wood Chopper — 2
Worker — 14
Wrestler — 1
Writer — 2

Z

Zoologist — 1
Zoo Attendant — 1

[illegible]CES—CAREERS ASSIGNED BY SEX—FEMALE

PUBLISHER: Houghton Mifflin SERIES TITLE: Houghton Mifflin Reading Series
GRADES 1 – 6 YEAR PUBLISHED: 1976

TOTAL NUMBER DIFFERENT CAREER ROLES = 55

A
Artist — 1
Astro-Biologist — 1
Astro-Navigator — 1
Astronomer — 1
Attendant — 3
Author — 2

B
Ballet Dancer — 1
Biologist — 1

C
Chambermaid — 2
Coach — 1
Cosmonaut — 1

D
Doctor — 3

F
Factory Worker — 2
Fashion Designer — 1
Flight Instructor — 1

G
Grocery Clerk — 1

H
Housekeeper — 1

L
Lady-in-Waiting — 2
Lecturer — 1
Librarian — 1

M
Maid — 3
Mail Pilot — 1
Mother — 76
Museum Attendant — 1

N
Nun — 2
Nurse — 10

P
Piano Teacher — 1
Photographer — 1
Pilot — 4
Policewoman — 1
Princess — 3
Pottery Maker — 1

Q
Queen — 5

R
Rancher — 1
Ranger — 1

S
School Bus Driver — 1
School Head — 1
School Mother — 1
Scrub Woman — 1
Sculptor — 1
Singer — 1
Slave — 1
Sound Keeper — 1
Space Archivist — 1
Spy — 1
Suffragette — 3
Surgeon — 1

T
Taxi Driver — 1
Teacher — 25

V
Veterinarian — 1

W
Waitress — 2
Witch — 2
Worker — 3
Writer — 1
Weaver — 1

/

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Houghton Mifflin *SERIES TITLE: Houghton Mifflin Reading Series*
GRADES 1 – 6 *YEAR PUBLISHED: 1976*

TOTAL NUMBER DIFFERENT CAREER ROLES = 69

A
Animal Keeper — 1
Art Dealer — 1
Artist — 2
Attendant — 2

B
Bohique — 1

C
Candy Store Man — 1
Chamberlain — 1
Chief — 2
Civil Rights Leader — 1
Clerk — 1
Clock Maker — 1
Construction — 1
Cowboy — 2

D
Doctor — 3

E
Emperor — 4
Explorer — 1

F
Farmer — 6
Fisherman — 9
Footman — 2

G
Garbageman — 1
Gardener — 1
General — 1
Great Chief — 1
Grocer — 1
Guard — 5
Guide — 1

H
Half God — 1
Head Man — 1
Hotdog Vendor — 1
Hunter — 2

J
Janitor — 2

M
Mandarin — 4
Minister — 2
Music Master — 1
Musician — 2

O
Officer — 1
Orderly — 2

P
Plowman — 1
Poet — 1
Policeman — 1
President — 1
Priest — 1
Printer's Devil — 1

R
Race Track Rider — 1
Railroad Worker — 1
Rain Maker — 1
Ranch Owner — 1
Ranch Worker — 1
Rancher — 1
Range Boss — 1
Rat Trap Man — 1

S
Sea God — 1
School Father — 1
Servant — 2
Sheepman — 1
Silversmith — 1
Slave — 1
Steel Worker — 1

T
Teacher — 1
Thief — 1
Ticketman — 1
Trucker — 1

V
Vice President — 1

W
Warrior — 7
Wizard — 1
Worker — 3
Wrestler — 1
Writer — 1

Z
Zoo Attendant — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Houghton Mifflin *SERIES TITLE: Houghton Mifflin Reading Series*

GRADES 1 – 6 *YEAR PUBLISHED: 1976*

TOTAL NUMBER DIFFERENT CAREER ROLES = 19

A
Attendant — 2

C
Chambermaid — 2

D
Doctor — 1

H
Housekeeper — 1

M
Maid — 1
Mother — 34

N
Nurse — 1

P
Photographer — 1
Pilot — 1
Policewoman — 1
Pottery Maker — 1
Princess — 1

S
School Mother — 1
Singer — 1
Slave — 1

T
Teacher — 6

W
Weaver — 1
Witch — 1
Worker — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
[illegible]	Early-to-Read (Grades 1 — 3)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	47 71%	12 18%	

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible]	[illegible]	[illegible]	2 3%	0 0	0 0	0 0	2 3%	0 0	0 0	0 0	0 0	0 0	2 3%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
33	30 91%	3 9%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
2	1	1

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
1	4	0	0	0	1	0	0	0	1	0	0	0	0	0	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Ita Publications SERIES TITLE: Early to Read

GRADES 1 – 3 YEAR PUBLISHED: 1964-66

TOTAL NUMBER DIFFERENT CAREER ROLES = 30

A
Animal Keeper
Astronaut

B
Baker
Balloon Man
Basketball Player
Bus Driver

C
Captain
Clown
Conductor
Cowboy

D
Doctor

E
Elephant Trainer
Engineer

F
Farmer
Fireman
Fisher

G
Grocer

J
Janitor

M
Mailman
Mayor

P
Park Keeper
Pilot
Policeman

S
Scuba Diver
Shop Keeper
Spaceman
Stage Coach Driver

T
Ticket Taker

W
Workman

Z
Zoo Keeper

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ita Publications SERIES TITLE: Early to Read

GRADES 1 – 3 YEAR PUBLISHED: 1964-66

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

L
Librarian

M
Mother

T
Teacher

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Ita Publications SERIES TITLE: Early to Read
GRADES 1 – 3 YEAR PUBLISHED: 1964-66

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

C
Conductor

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Ita Publications SERIES TITLE: Early to Read
GRADES 1 – 3 YEAR PUBLISHED: 1964-66

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

M
Mother

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Jones, Kenilworth, Bracken	Specific Reading Skills (Grades 1 — 6)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
435	223 51%	49 11%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
47/435 = 11%	8 2%	4 <1%	1 <1%	4 <1%	3 <1%	2 <1%	5 1%	2 <1%	3 <1%	1 <1%	1 <1%	1 <1%

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0 0	0 0	2 <1%	1 <1%	0 0	2 <1%	0 0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
189	148 78%	41 22%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
47	35	12

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
20	4	5	2	6	3	2	1	2	1	2	2	0	0	2	2

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ALL RACES-CAREERS ASSIGNED BY SEX-MALES

PUBLISHER: Jones-Kenilworth SERIES TITLE: Specific Reading Skills

GRADES 1 – 6 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 148

A

Actor — 2
Adventurer — 1
Ambassador — 1
Architect — 2
Army Scout — 1
Artist — 15
Astronaut — 6
Athlete — 71
Author — 15
Auto Mechanic — 3
Auto Racer — 6

B

Baker — 2
Balloonist — 1
Boatmen — 4
Businessman — 3
Bus Driver — 3
Bricklayer — 1

C

Captain — 2
Car Racer — 1
Carpenter — 3
Chef — 2
Circus Owner — 9
Clown — 8
Colonel — 1
Construction Worker — 1
Control Tower Operator — 1
Cook — 1
Chief — 1
Cowboy — 21
Custodian — 1

D

Dentist — 2
Detective — 2
Discoverer — 2
Doctor — 6

E

Emperor — 1
Engineer — 1
Executive — 2
Explorer — 12

F

Factory Owner — 1
Farmer — 12
Fencer — 1
Fireman — 4
Fisher — 2
Fisherman — 7
Foreman — 2
Fortune Teller — 1
Fur Trader — 1

G

Garbage Collector — 1
Gardener — 2
General — 2
Geographer — 1
Glass Blower — 1
Goat Herder — 1
Goat Keeper — 1

H

Herdsman — 1
Horseman — 1
Horticulturist — 1
House Painter — 1
Hunter — 5

I

Ice Cream Man — 1
Inventor — 14

J

Judge — 1

K

King — 14
Knight — 1

L

Laborer — 5
Lighthouse Keeper — 1

M

Machine Operator — 1
Mailman — 1
Magician — 1
Manufacturer — 1
Master — 1
Mechanic — 5
Milkman — 1
Miller — 1
Miner — 1
Monk — 1
Motorcycle Racer — 1
Movie Star — 1
Musician — 10

N

Navigator — 2
Newspaper Vendor — 1

O

Office Worker — 1
Oilman — 3
Orator — 1

P

Painter — 2
Parachute Rider — 1
Photographer — 1
Pilot — 8
Pioneer — 1
Pirate — 3
Plant Pathologist — 1
Poet — 3
Police Chief — 1
Policeman — 6
Politician — 2
Postman — 1
President — 8
Printer — 1
Prospector — 1
Publisher — 1

R

Race Bull Driver — 2
Race Car Driver — 5
Rancher — 2
Reporter — 1
Robber — 1
Runner — 2

ALL RACES – MALES Continued

(Jones-Kenilworth, Specific Reading Skills, Grades 1 - 6, 1973)

S
Sailor — 5
Sandwich Man — 1
Scientist — 10
Sculptor — 1
Sea Diver — 7
Senator — 1
Service Station Attendant — 1
Settler — 1
Shoemaker — 1
Slave — 1
Sled Driver — 1
Snake Charmer — 1
Social Scientist — 1
Soldier — 7
Statesman — 2
Storekeeper — 2
Superman — 1
Surveyor — 1

T
Taxi Driver — 1
Teacher — 3
Technician — 1
Thieves — 41
Train Engineer — 2
Train Fireman — 1
Trapper — 1
Travel Agent — 1
Tree Pruner — 2
Truck Driver — 1

U
Umpire — 1
Underwater Photographer — 1

V
Vendor — 10
Veterinarian — 3

W
Waiter — 1
Warrior — 4
Watchmaker — 1
Weather Reporter — 1
Weatherman — 1
Weaver — 1
Woodcutter — 1
Workman — 1
Writer — 2

Z
Zoo Keeper — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Jones-Kenilworth *SERIES TITLE: Specific Reading Skills*
GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 41

A
Airline Hostess — 6
Assembly Line — 6
Artist — 5
Athlete — 3
Author — 5

B
Ballerina — 1
Balloonist — 1

C
Circus Performer — 2

D
Dancer — 2
Dental Assistant — 1

E
Empress — 1
Equestrian — 2

F
Fairy — 1
Fisher — 1
Fortune Teller — 1

G
Gardener — 1

H
Housewife — 1
Hunter — 1

I
Ice Skater — 1

M
Monarch — 1
Mother — 40
Movie Star — 1

N
Nurse — 2

O
Opera Singer — 1

P
Police Officer — 1
Prime Minister — 1
Princess — 1
Prospector — 1

Q
Queen — 4

S
Sailor — 1
Singer — 1
Social Scientist — 1
Spinner — 1
Stewardess — 2
Swimmer — 1

T
Teacher — 10
Telephone Operator — 3
Travel Agent — 1

V
Vendor — 7

W
Weaver — 1
Witch — 10

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Jones-Kenilworth *SERIES TITLE: Specific Reading Skills*

GRADES 1 – 6 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 35

ctor — 1
mbassador — 1
rtist — 2
thlete — 7
uthor — 1
uto Racer — 1

oatman — 1
rick Layer — 1

arpenter — 1
hief — 1
onstruction Worker — 1
owboy — 1

D
Dentist — 1
Doctor — 1

E
Explorer — 1

F
Farmer — 1
Fireman — 1
Fortune Teller — 1
Fur Trader — 1

H
Hunter — 1

K
King — 2

L
Laborer — 1

M
Musician — 1

N
News Vendor — 1

P
Poet — 1
Policeman — 2

R
Race Driver — 1
Rancher — 1
Runner — 1

S
Settler — 1
Statesman — 1

V
Vendor — 1
Veterinarian — 1

W
Warrior — 3
Weaver — 1

[illegible]IES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Jones-Kenilworth SERIES TITLE: Specific Reading Skills

GRADES 1 – 6 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 12

A
Artist — 2

B
Ballerina — 1

D
Dancer — 1

F
Fortune Teller — 1

M
Mother — 4

N
Nurse — 1

O
Opera Singer — 1

Q
Queen — 1

S
Singer — 1

V
Vendor — 2

W
Weaver — 1
Witch — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)

[redacted]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other

[redacted]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O

[redacted]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female

[redacted]

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female

[redacted]

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
4	1	2	0	1	1	0	0	0	0	0	0	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Lippincott SERIES TITLE: Basic Reading
GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 41

A
Airman — 1
Army Man — 2

B
Bus Driver — 1
Baseball Player — 1
Boatowner — 1

C
Carpenter — 2
Clerk — 1

D
Doctor — 1

E
Emperor — 1
Explorer — 1

F
Farmer — 4
Flower Grower — 1
Fisher — 1
Filling Station Attendant — 1

G
Gardener — 1
General — 1

H
Hunter — 5

I
Indian Chief — 4
Insurance Sales — 1

K
King — 1

L
Lobster Fisher — 1

M
Mailman — 1
Milk Truck Driver — 1
Mail Sorter — 1

P
Postal Delivery — 2
Plumber — 1
Prince — 1
Police Officer — 3
President — 3

R
Restaurant Owner — 1
Robber — 3

S
Salesperson — 1
Shop Owner — 1
Scout — 1
Storekeeper — 2

T
Teacher — 2
Timberman — 1
Troopers — 2

U
Upholsterer — 1

W
Warrior — 7

Z
Zoo Keeper — 5

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

*PUBLISHER: Lippincott SERIES TITLE: **Basic Reading***
GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 20

A
Author — 2
Astronomer — 1

D
Doctor — 1

F
Fairy Queen — 1
Feminist — 1

J
Jet Hostess — 1

L
Librarian — 1

M
Mother — 24
Mail Carrier — 1

P
Princess — 1

Q
Queen — 1

S
Singing Club Director — 1
Store Keeper — 1
Singer — 2
Seamstress — 1
Servant — 2

T
T. V. Station Director — 1
Teacher — 2

W
Witch — 2
Wife — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Lippincott *SERIES TITLE: Basic Reading*
GRADES 1 – 6 *YEAR PUBLISHED: 1975*

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

C
Clerk — 1

F
Farmer — 1
Filling Station Attendant — 1

I
Indian Chief — 4

M
Mail Sorter — 1

P
Policeman — 1

W
Warrior — 7

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Lippincott *SERIES TITLE: Basic Reading*
GRADES 1 – 6 *YEAR PUBLISHED: 1975*

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

M
Mother — 6

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
[illegible]	Young America Basic Reading Program (Grades 1 — 8)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
400	219 55%	72 18%	109 27%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
68/400 = 17%	27 7%	7 2%	8 2%	3 1%	4 1%	0 0	5 1%	0 0	0 0	1 <1%	0 0	0 0

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
4 1%	2 <1%	1 <1%	2 <1%	0 0	0 0	1 <1%	0 0	0 0	4 1%	0 0	[illegible]	47 [illegible]	13 [illegible]	9 [illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES DIFFERENT CAREERS			MINORITY RACES DIFFERENT CAREERS		
Total	Male	Female	Total	Male	Female
181	158 86%	25 14%	31	23	8

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
15	7	6	1	0	0	0	1	2	1	2	1	0	0	3	0

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ALL RACES – CAREERS ASSIGNED BY SEX – MALE

PUBLISHER: Lyons and Carnahan (Rand McNally) *SERIES TITLE: Young America Basic Reading Program*

GRADES 1 – 8 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 156

A
Advertising Man
Ambulance Attendant
Animal Trainer
Anthropologist
Archeologist
Architect
Artist
Astronaut
Auctioneer
Author
Abolitionist

B
Banker
Barber
Bar Man
Blacksmith
Bridge Tender
Builder
Bus Driver
Boatman

C
Cafe Cook
Captain
Carnival Manager
Carpenter
Cattle Rancher
Chairman
Chauffeur
Circus Manager
Circus Master
Clown
Coach
Colonel
Commander
Congressman
Construction Worker
Cowboy
Crane Driver
Customs Officer
Chief

D
Dentist
Detective
Dock Worker
Doctor

E
Economist
Elephant Driver
Emperor
Engineer
Explorer
Eskimo Driver

F
Factory Operator
Factory Worker
Farm Laborer
Farmer
Fireman
Football Pro
Foreman
Forest Officer
Frontiersman

G
Game Warden
Garbageman
General
Geophysicist
Governor
Grocery Clerk

H
Harvest Worker
Historian
Horse Trainer
Hunter

I
Indian Chief
Interpreter
Inventor

J
Judge

K
Kennel Owner
King
Knight

L
Laborer
Lawyer
Leather Worker
Lieutenant
Logger
Lunchroom Operator

M
Medicineman
Magazine Editor
Magician
Mailman
Mayor
Miner
Minister of Education
Minister
Movie Director
Musician

N
Naturalist
Navigator
Newspaper Editor
Newspaper Office Boy
Newspaper Reporter
Newspaper Salesman
Newspaper Sports Editor
Newsreel Photographer

O
Orator

P
Photographer
Pianist
Pilot
Plantation Owner
Policeman
Postal Clerk
Postal Inspector
Post Master
President of U. S.
Priest
Prime Minister
Prince
Principal
Printer
Professor

R
Railroad Agent
Ranch Hand
Reformatory Operator
Restaurant Owner

S
Slave
Sailor
Salesman
Scientist
Sea Captain
Senator
Sewer Inspector
Shepherd
Soldier
Steel Worker
Stone Cutter
Store Owner
Subway Superintendent
Surveyor
Scribe

T
Talent Impresario
Tavern Owner
Taxi Driver
Teacher
Telegraph Operator
Toymaker
Track Watcher
Trader
Train Brakeman
Train Dispatcher
Trapper
Truck Driver
Train Engineer

U
U. S. Vice Consul

V
Veterinarian

W
Watchman
Warrior
Water Commissioner
Weatherman
Window Washer
Woodcutter
Wrecking Crew Worker

Z
Zoo Keeper

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Lyons and Carnahan (Rand McNally) *SERIES TITLE: Young America Basic Reading Program*

GRADES 1 – 8 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 25

A
Airline Stewardess
Author

B
Bakeshop Owner

C
Circus Fat Lady
Cleaning Woman

H
Hairdresser

L
Lunchroom Operator

M
Maid
Missionary
Mother
Musician
Museum Director

N
Nurse

O
Operator

P
Poet
Painter
Princess

Q
Queen

R
Rice Planter
Receptionist

S
Secretary
Singer
Social Worker

T
Teacher
Telephone Operator

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Lyons and Carnahan (Rand McNally) *SERIES TITLE: Young America Basic Reading Program*

GRADES 1 – 8 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 23

A
Author
Abolitionist
Artist

B
Boatman

C
Captain
Construction Worker
Chief

D
Dentist

E
Eskimo Driver

F
Frontiersman
Farmer

H
Hunter

L
Laborer

M
Minister
Musician
Medicine Man

N
Navigator

P
Policeman
Postal Clerk

S
Slave
Scribe

T
Train Engineer

V
Veterinarian

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Lyons and Carnahan (Rand McNally) *SERIES TITLE: Young America Basic Reading Program*

GRADES 1 – 8 *YEAR PUBLISHED: 1972*

TOTAL NUMBER DIFFERENT CAREER ROLES = 8

B
Bakeshop Owner

M
Museum Director
Mother
Musician

P
Poet

R
Rice Planter

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Macmillan	The Macmillan Reading Program (Grades 1 — 8)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
407	250 61%	62 15%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
16/407 = 4%	2 <1%	1 <1%	1 <1%	3 <1%	2 <1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 <1%	1 <1%	0 [illegible]	0 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
183	157 86%	26 14%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
23	20	3

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
10	2	6	2	0	0	3	1	0	0	0	0	0	0	[illegible]	[illegible]

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Macmillan SERIES TITLE: The Macmillan Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 157

A

Acrobat
Actor
Ambassador
Animal Trainer
Aquanaut
Archbishop
Army Man
Astronaut

B

Baker
Banker
Barber
Baseball Player
Bookseller
Botanist
Bus Driver
Butcher
Butler
Businessman

C

Captain
Carnival Man
Carpenter
Clerk
Clown
Coachman
Colonel
Comedian
Commander
Computer Programmer
Cook
Counsel
Cowboy
Crystallographer

D

Dictator
Doctor
Dog Sledder
Driller (oil)

E

Electronic Engineer
Employer
Engineer
Equestrian
Experimenter
Explorer
Eye Doctor

F

Factory Worker
Fair Judge
Farmer
Field Hand
Film Maker
Fisherman
Football Player
Footman
Foundry Foreman
Frogman

G

Game Warden
Gate Keeper
Geneticist
Geographer
Geologist
Geophysicist
Gold Miner
Goldsmith
Governor
Grocer
Grocery Clerk
Guards

H

Harness Maker
Helicopter Pilot
Horse Trainer
Hotel Manager
House Painter
Hunter

I

Indian Agent
Inventor

J

Juggler
Judge

K

King

L

Landlord
Lawyer
Lieutenant
Lifeguard
Longshoreman
Lumberjack

M

Magician
Mathematician
Mayor
Miller
Missionary
Mover

N

Naturalist
Navigator
Navy Man
Newsman
Nuclear Physicist

O

Oceanographer

P

Paleontologist
Peace Corps Man
Peddler
Philosopher
Photographer
Pilot
Pirate
Poet
Policeman
Porter (safari)
Postman
Potter
Powerman
President
Priest
Prince
Printer
Professor

R
Radarman
Railroad Worker
Rancher
Recreation Leader
Refrigerator Repairman
Riding Master
Robber
Rocketman
Rodeo Star

S
Sailor
Saloon Keeper
Scientist
Scout Leader
Secretary General
Senator
Shipwright
Shoe Salesman
Singer
Slave
Sociologist
Soldier
Song Writer
Spaceman
Spiritual Advisor
Stage Driver
Storekeeper
Seal Hunter
Silversmith
Shoe Shiner
Storyteller
Switchman

T
Taxi Driver
Teacher
Ticket Taker
Trainman
Trapper
Truck Driver
Tumbler
T. V. Star

W
Waiter
Watchman
Woodcutter
Writer
Warrior

Z
Zoo Keeper

ALL RACES–CAREERS ASSIGNED BY SEX-FE[illegible]

PUBLISHER: Macmillan SERIES TITLE: The Macmillan Reading Program

GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 26

A
Artist
Art Teacher

B
Baker
Biographer

C
Chemist
Computer Programmer
Cook

D
Dutchess

F
Fat Lady

G
Governess

H
Housekeeper
Hunter

I
Interpreter

L
Librarian

M
Maid
Missionary
Mother

N
Nurse

P
Princess

S
Scientist
Seamstress
Shop Woman
Social Worker

T
Teacher

U
U. S. Indian Representative

W
Workwoman

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Macmillan SERIES TITLE: The Macmillan Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 20

B
Businessman
Barber
Bookseller

D
Doctor

F
Factory Worker
Farmer

H
Hunter

K
King

N
Newsman

P
Policeman
Postman
Professor

R
Railroad Worker

S
Shoe Shiner
Slave
Silversmith
Seal Hunter

T
Teacher

W
Warrior
Writer

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Macmillan SERIES TITLE: The Macmillan Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

M
Mother

S
Seamstress

U
U. S. Indian Representative

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Macmillan	The Bankstreet Readers (Grades 1 – 3)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
201	115 57%	36 18%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
53/201 = 26%	28 14%	8 4%	8 4%	1 <1%	0 0	0 0	5 2%	4 2%	0 0	0 0	0 0	2 <1%

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
0 0	1 <1%	0 0	0 0	0 0	0 0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
83	69 82%	14 17%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
31	27	4

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
23	4	4	0	1	0	0	1	1	0	0	0	0	0	1	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Macmillan   SERIES TITLE: The Bank Street Readers
GRADES 1 – 3   YEAR PUBLISHED: 1966

TOTAL NUMBER DIFFERENT CAREER ROLES = 69

A
Apartment Superintendent — 1
Archeologist — 1
Animal Hunter — 1

B
Baker — 3
Butcher — 1
Businessman — 1
Blacksmith — 1
Baseball Pro — 1
Bus Driver — 1

C
Carpenter — 1
Cowboy — 1
Construction Worker — 1
Children's Store Owner — 1
Conductor — 1
Cook — 1
Chief — 1

D
Doctor — 1
Dentist — 1
Drug Store Clerk — 1
Deliveryman — 1

F
Farmer — 1
Fireman — 1

G
Grocery Store Clerk — 3
Gold Miner — 1
Ground Controller — 1

H
Harbor Police — 1
Helicopter Police — 1
Hotdog Vendor — 1
Hotel Manager — 1

I
Ice Cream Vendor — 1
Ice Cream Store Owner — 1

J
Junk Collector — 1

K
King — 1

L
Linotyper — 1
Launderer — 1

M
Mailman — 1
Milkman — 1
Mayor — 1
Mover — 1

N
Newspaperman — 3

P
Policeman — 1
Principal — 1
Painter — 1
Plumber — 1
Pet Store Owner — 1
Park Commissioner — 1
Proofreader — 1
Pilot — 1

R
Restaurant Owner — 1

S
Subway Train Driver — 1
School Bus Driver — 1
Storekeeper — 1
Snow Plow Operator — 1
Stevedore — 1
Seaman — 1
Spaceman — 1
Scientist — 1

T
Taxi Driver — 1
Truck Driver — 1
Tailor — 1
Trash Collector — 1
Teacher — 3
T. V. Repairman — 1

W
Waiter — 1
Warehouse Worker — 1
Water Department Employee — 1
Workman — 1
Warrior — 1

Z
Zoo Keeper — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Macmillan SERIES TITLE: The Bank Street Readers
GRADES 1 – 3 YEAR PUBLISHED: 1966

TOTAL NUMBER DIFFERENT CAREER ROLES = 14

B
Bakery Proprietor — 1

C
Cook — 1

L
Librarian — 1
Landlady — 1

M
Mother — 39
Maid — 1
Museum Expert — 1
Museum Desk Clerk — 1

N
Nurse — 1

P
Princess — 1

Q
Queen — 1

S
Store Owner — 1
Secretary — 1

T
Teacher — 3

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Macmillan SERIES TITLE: The Bank Street Readers
GRADES 1 – 3 YEAR PUBLISHED: 1966

TOTAL NUMBER DIFFERENT CAREER ROLES = 27

B
Businessman — 1
Bus Driver — 1
Baseball Player — 1
Baker — 2

C
Construction Worker — 1
Conductor — 1
Cook — 1
Chief — 1

D
Delivery Man — 1
Druggist — 1

F
Fireman — 1

G
Grocer — 2

L
Launderer — 1

M
Mailman — 1
Mover — 1

N
Newspaper Man — 2

P
Policeman — 1
Plumber — 1

R
Restaurant Owner — 1

S
Storekeeper — 1
Scientist — 1

T
Teacher — 2
Truck Driver — 1

W
Workman — 1
Waiter — 1
Warrior — 1

Z
Zoo Keeper — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Macmillan SERIES TITLE: The Bank Street Readers
GRADES 1 – 3 YEAR PUBLISHED: 1966

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

L
Librarian — 1

M
Mother — 24

N
Nurse — 1

T
Teacher — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Macmillan	The Macmillan Reading Program (Grades 1 — 6)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
407	250 61%	62 15%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
16/407 = 4%	2 <1%	1 <1%	1 <1%	3 <1%	2 <1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 <1%	1 <1%	0 0	0 0	0	0	0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
183	157 86%	26 14%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
23	20	3

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
10	2	6	2	0	0	3	1	0	0	0	0	0	0	2	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Macmillan SERIES TITLE: The Macmillan Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 157

A

Acrobat
Actor
Ambassador
Animal Trainer
Aquanaut
Archbishop
Army Man
Astronaut

B

Baker
Banker
Barber
Baseball Player
Bookseller
Botanist
Bus Driver
Butcher
Butler
Businessman

C

Captain
Carnival Man
Carpenter
Clerk
Clown
Coachman
Colonel
Comedian
Commander
Computer Programmer
Cook
Counsel
Cowboy
Crystallographer

D

Dictator
Doctor
Dog Sledder
Driller (oil)

E

Electronic Engineer
Employer
Engineer
Equestrian
Experimenter
Explorer
Eye Doctor

F

Factory Worker
Fair Judge
Farmer
Field Hand
Film Maker
Fisherman
Football Player
Footman
Foundry Foreman
Frogman

G

Game Warden
Gate Keeper
Geneticist
Geographer
Geologist
Geophysicist
Gold Miner
Goldsmith
Governor
Grocer
Grocery Clerk
Guards

H

Harness Maker
Helicopter Pilot
Horse Trainer
Hotel Manager
House Painter
Hunter

I

Indian Agent
Inventor

J

Juggler
Judge

K

King

L

Landlord
Lawyer
Lieutenant
Lifeguard
Longshoreman
Lumberjack

M

Magician
Mathematician
Mayor
Miller
Missionary
Mover

N

Naturalist
Navigator
Navy Man
Newsman
Nuclear Physicist

O

Oceanographer

P

Paleontologist
Peace Corps Man
Peddler
Philosopher
Photographer
Pilot
Pirate
Poet
Policeman
Porter (safari)
Postman
Potter
Powerman
President
Priest
Prince
Printer
Professor

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Macmillan SERIES TITLE: Series r
GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 29

A
Author — 1
Art Director — 1
Aerial Artist — 1
Artist — 1

B
Bus Driver — 1

C
Courtier — 1
Cook — 1
Clown — 1

D
Dancer — 1

E
Editor — 1

F
Freedom Worker — 1

L
Librarian — 1

M
Mother — 69
Mermaid — 1
Maid — 1

N
Nurse — 1

P
Princess — 1
Police Officer — 1
Pet Store Owner — 1

Q
Queen — 3

S
Scientist — 1
Slave — 1
Saleswoman — 1

T
Teacher — 5
Typist — 1
Turquoise Women

W
Waitress — 2
Wardrobe Mistress
Weaver — 2

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Macmillan SERIES TITLE: Series r
GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 12

A
Architect — 1

B
Baseball Pro — 1

F
Fisherman — 3

H
Hunter — 1

M
Mayor — 1
Medicineman — 1
Miner — 2
Musician — 1

P
Poet — 1

S
Slave — 1
Store Owner — 1

W
Warrior — 1

MINORITIES–CAREERS ASSIGNED BY SEX–

PUBLISHER: Macmillan SERIES TITLE: Series r
GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 9

A
Art Director — 1
Artist — 1

D
Dancer — 1

F
Freedom Worker — 1

M
Mother — 11

P
Pet Store Owner — 1
Princess — 1

S
Slave — 2

T
Teacher — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Charles E. Merrill Publishing Co. **A Bell & Howell Company**	**The Merrill Linguistic Reading Program** **(Grades 1 — 6)**	**1975**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
428	319 75%	49 11%	60 14%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
$\frac{34}{428}$ = 8%	11 3%	3 <1%	1 <1%	4 1%	2 <1%	0 0	4 1%	0 0	0 0	3 <1%	0 0	0 0	0 0	0 0	0 0	2 <1%	1 <1%	0 0	0 0	0 0	0 0	3 <1%	0 0	0 0	27 6%	6 1%	1 <1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
229	196 86%	33 14%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
32	22	10

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
10	8	6	1	0	3	1	1	0	0	5	1	0	0	3	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Merrill SERIES TITLE: Merrill Linguistic Reading Program

GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 196

A
Adventurer — 1
Author — 1
Actor — 1
Astronaut — 4
Artist — 1
Art Teacher — 1
Architect — 1
Apartment Owner — 1

B
Bridge Builder — 2
Bus Driver — 10
Bug Killer — 1
Building Wreckers — 1
Blacksmith — 1
Businessman — 1
Black Chief — 1
Baker — 1
Basketball Pro — 1
Boss — 2

C
Cook — 1
Custodian — 2
Commander — 1
Colonial Trooper — 1
Conductor — 1
Commissioner — 1
Coach — 4
Chief — 6
Church Janitor — 1
Chinese Worker — 1
Club President — 1
Colonel — 1
Carmaker — 1
Captain — 1
Coach Driver — 1
Carpenter — 1
Cameraman — 1
Clerk — 2
Circus Owner — 1
Cowhand — 1
Clown — 1

D
Dishwasher — 1
Doctor — 23
Dentist — 4
Druggist — 3
Drag Boat Driver — 1
Deep Sea Diver — 1
Drummer — 1
Diner Owner — 1
Drug Store Owner — 1
Druggist's Helper — 1

E
Explorer — 4
Editor — 1
Emperor — 2
Elevator Operator — 1
Exterminator — 1

F
Florist — 3
Fix-It Shop Owner — 1
Farmer — 11
Fisher — 6
Fountain Man — 1
Fighter — 1
Fiddler — 1
French Horn Player — 1
Factory Hand — 1

G
Government Official — 1
Guard — 2
Gambler — 1
Game Chief — 1
Gas Station Owner — 1
Gun Shooter — 1
Governor — 1
Ghost — 1
Ghost Hunter — 1
Grape Overseer — 1
Gardener — 1
Gate Keeper — 3
Giant — 1

H
Horse Doctor — 1
Hired Hand — 1
Hunter — 3
Horn Player — 1

I
Inn Keeper — 1
Indian — 1
Inventor — 2
Indian Chief — 2
Ice Man — 1

J
Jet Pilot — 1
Judge — 2
Jeweler — 1
Japanese Priest — 1
Junk Man — 1
Juggler — 1

K
King — 8

L
Lumberjack — 1
Luggage Company President — 1
Lawyer — 2

M
Meteorologist — 1
Moving Man — 1
Mail Carrier — 5
Milkman — 3
Master — 4
Manager — 3
Musician — 1
Movers — 1
Monster — 1
Mechanic — 1
Mayor — 3
Make-up Artist — 1
Miner — 1

N
Newsman — 1
Navigator — 1

O
Official Starter — 1
Officer — 1

P
Prop Master — 1

Painter — 2
Pet Shop Owner — 1
Professor — 1
Poacher — 1
Postman — 1
Peddler — 1
Pastry Maker — 1
Porter — 2
Principal — 1
Plumber — 1
Publisher — 1
Police Officer — 4
President — 3
Priest — 1

R

Ranchman — 1
Repairman — 1
Representative — 1
Runner — 1
Rancher — 1
Reporter — 4
Robber — 2
Road Repairman — 1
Rustler — 1

S

Snake Keeper — 1
Store Merchant — 1
Scout Master — 1
Store Buyer — 1
School Helper — 2
Sheepman — 1
Skipper — 4
Seal Trainer — 1
Santa — 1
Shepherd — 1
Shop Keeper — 1
Store Owner — 2
Shop Owner — 3
Salesperson — 4
Soldier — 4
Slave Owner — 2
Slave Trader — 1
Servant — 1
Set Designer — 1
Slave — 4
Slave Breaker — 1
Sailor — 9
Spaceman — 1
Shipworker — 1
Seaman — 1
Spy — 1
Slave Catcher — 1
Scientist — 3
Strongman — 1
Silversmith — 1

T

Teacher — 14
T. V. Ad Man — 1
T. V. Ad Buyer — 1
Trapper — 1
Tracker — 1
Taxi Driver — 1
Truck Driver — 4
T. V. Actor — 1
Technician — 1
T. V. Entertainer — 1
Tradesman — 1
Tailor — 1
Trainer — 1
Toy Maker — 1
Ticket Seller — 1

V

Van Driver — 8
Van Repairman — 1
Veterinarian — 4
Vendor — 4

W

Warrior — 3
Writer — 1
Worker — 3
Wizard — 1
Wiseman — 1
Woodcutter — 1
Waiter — 2

Z

Zoo Manager — 1
Zoo Snake Tender —
Zoo Keeper — 4
Zoo Gateman — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Merrill SERIES TITLE: Merrill Linguistic Reading Program

GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 33

A
Artist — 1
Art Teacher — 1

B
Beautician — 1

C
Clerk — 1
Checker — 1
Circus Rider — 1

D
Detective — 1
Desk Clerk — 1

F
Factory Hand — 1

G
Ghost Hunter — 1

H
Hired Girl — 1

L
Landlady — 1
Librarian — 1

M
Mother — 122
Maid — 3
Medium — 1

N
Nurse — 4

O
Otter Protector — 1

P
Pilot — 1
Princess — 2
Principal — 1
Police Officer — 1

Q
Queen — 3

R
Reporter — 1

S
Slave — 2
Servant — 1
Secretary — 2
Salesperson — 1

T
Teacher — 25
T. V. Ad Assistant — 1
T. V. Entertainer — 1

V
Veterinarian — 3

W
Warrior — 1

MINORITIES-CAREERS ASSIGNED BY SEX-MALES

PUBLISHER: Merrill SERIES TITLE: Merrill Linguistic Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 22

A
Artist — 1
Apartment Owner — 1

B
Businessman — 1
Basketball Pro — 1

C
Chief — 5

E
Emperor — 2

F
Fisher — 2

I
Inventor — 2

J
Judge — 1

P
Postman — 1
Priest — 1

R
Runner — 1

S
Slave — 1
Servant — 1
Ship Worker — 1
Seaman — 1
Silversmith — 1
Soldier — 1
Spaceman — 1

T
T. V. Actor — 1
Teacher — 1

W
Warrior — 2

MINORITIES-CAREERS ASSIGNED BY SEX-FEMALES

PUBLISHER: Merrill SERIES TITLE: Merrill Linguistic Reading Program
GRADES 1 – 6 YEAR PUBLISHED: 1975

TOTAL NUMBER DIFFERENT CAREER ROLES = 10

D
Detective — 1

M
Mother — 17

P
Police Officer — 1

S
Slave — 2
Servant — 1

T
Teacher — 3
T. V. Ad Assistant — 1
T. V. Actor — 1

V
Veterinarian — 1

W
Warrior — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
McGraw Hill	**Programmed Reading (Grades 1 — 3)**	**1973**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
3735	1149 31%	354 9%	2232 [illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
696 / 3735 = 19%	193 5%	0 0	144 4%	0 0	0 0	0 0	51 1%	2 <1%	45 1%	0 0	0 0	0 0	27 1%	4 <1%	5 <1%	0 0	48 1%	138 4%	0 0	0 0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
125	96 77%	29 23%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
34	27	7

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
18	4	0	0	5	0	0	0	4	5	0	0	0	0	0	0

*** Each frame was counted as a story.**

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: McGraw Hill   SERIES TITLE: Programmed Reading

GRADES 1 – 3   YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 96

A

Airline Employee — 2
Apple Picker — 2
Artist — 1
Astronaut — 1

B

Baker — 5
Baseball Pro — 17
Bee Keeper — 1
Blacksmith — 4
Bus Driver — 3
Businessman — 2
Butcher — 1

C

Candlemaker — 1
Candy Maker — 1
Captain — 1
Carpenter — 1
Chief — 1
Circus Star — 3
Circus Worker — 1
Clerk — 1
Clock Maker — 1
Clown — 1
Cook — 3
Conductor — 1
Construction Worker — 1
Cowboy — 3
Craftsman — 1

D

Delivery Boy — 1
Ditchdigger — 16
Dog Catcher — 1
Drummer — 1
Doctor — 1

E

Elevator Operator — 1
Elves — 2

F

Farm Hand — 1
Farmer — 14
Fireman — 1
Fisherman — 9
Forest Ranger — 1
Fortune Teller — 1

G

Garbageman — 1
Gardener — 2
General — 1
Giant — 1
Goblin — 3
God — 4
Greek Warrior — 1
Grocery Clerk — 2
Grocery Owner — 1
Guard — 5

H

Hardware Clerk — 1
Hatmaker — 1

J

Jockey — 1
Juggler — 1

K

King — 13
King's Helper — 5
Knight — 9

M

Mailman — 1
Marshmallow Maker — 1
Milkman — 4
Mine Worker — 1
Mop Maker — 1
Musician — 54
Music Man — 1

O

Orange Grower — 1

P

Park Employee — 1
Photographer — 1
Pipe Maker — 1
Pirate — 1
Policeman — 13
Priest — 8
Prince — 5
Prisoner — 1

R

Rancher — 1
Ranger — 1
Reaper — 5
Robber — 1

S

Salesperson — 40
Servant — 1
Shepherder — 2
Sheep Shearer — 1
Singer — 11
Store Clerk — 9
Store Owner — 3
Street Sweeper — 1
Street Vendor — 1
Swim Instructor — 1
Shoe Clerk — 1

T

Thief — 2
Thinker — 1
Tightrope Walker — 1
Toy Maker — 1
Truck Driver — 1

W

Wagon Driver — 1
Weight Lifter — 1
Wizard — 4
Writer — 3

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: McGraw Hill   SERIES TITLE: Programmed Reading
GRADES 1 – 3   YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 29

A
Acrobat — 1

B
Ballerina — 1
Baker — 1

C
Circus Star — 3
Cook — 1
Car Sales — 1

D
Dancer — 2

F
Floorwasher — 1

G
Goddess — 4

H
Housewife — 20

M
Milkmaid — 1
Mother — 12

N
Nurse — 1
Nymph Maiden — 5

P
Princess — 5
Priest — 1
Pet Sitter — 1

Q
Queen — 5

R
Room Worker — 1

S
Sales Clerk — 5
Shepherd — 1
Street Vendor — 1
Space Controller — 1
Seamstress — 1
Singer — 1
Stewardess — 1

T
Teacher — 7

W
Witch — 1
Waitress — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: McGraw Hill   SERIES TITLE: Programmed Reading

GRADES 1 – 3   YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 27

A
Airline Employee — 1
Apple Picker — 1

B
Baseball Pro — 1
Businessman — 1

C
Conductor — 1
Construction Worker — 1
Cook — 3

D
Doctor — 1
Ditchdigger — 1

F
Farmer — 1

G
Gardener — 1
Grocery Clerk — 1
Grocery Owner — 1

J
Jockey — 1
Juggler — 1

M
Musician — 6
Milkman — 4

P
Policeman — 3

R
Robber — 1

S
Singer — 4
Servant — 1
Sales Clerk — 6
Swim Instructor — 1
Shoe Clerk — 1
Store Owner — 1
Street Vendor — 1

T
Tightrope Walker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: McGraw Hill   SERIES TITLE: Programmed Reading

GRADES 1 – 3   YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

D
Dancer — 1

H
Housewife — 3

M
Mother — 2

S
Stewardess — 1
Sales Clerk — 1
Street Vendor — 1

T
Teacher — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
New Dimensions	[illegible]	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
37	14 [illegible]	[illegible]	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
1/37 - 3%	1	0	0	0	0	0	0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES DIFFERENT CAREERS Total	Male	Female
5	4 80%	1 20%

MINORITY RACES DIFFERENT CAREERS Total	Male	Female
1	[illegible]	[illegible]

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
1	0	0	0	0	0	0	0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: New Dimensions SERIES TITLE: Alpha One

GRADES K – 1 YEAR PUBLISHED: 1972-73

TOTAL NUMBER DIFFERENT CAREER ROLES = 4

B
Bus Driver — 1

D
Delivery Boy — 1
Doctor — 1

W
Waiter — 2

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: New Dimensions SERIES TITLE: Alpha One

GRADES K – 1 YEAR PUBLISHED: 1972-73

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

C
Cleaning Woman — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: New Dimensions SERIES TITLE: Alpha One

GRADES K – 1 YEAR PUBLISHED: 1972-73

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

D
Doctor — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: New Dimensions SERIES TITLE: Alpha One

GRADES K – 1 YEAR PUBLISHED: 1972-73

TOTAL NUMBER DIFFERENT CAREER ROLES = 0

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Open Court Publishing Co.	**Open Court Basic Readers (Grades 1 — 6)**	**1967**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
482	282 59%	63 13%	137 28%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
44/482 = 9%	7 1%	1 <1%	2 <1%	9 2%	3 <1%	10 2%	3 <1%	0 0	0 0	0 0	0 0	0 0	3 <1%	0 0	3 <1%	2 <1%	0 0	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	25 5%	4 <1%	15 3%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
168	142 84%	26 16%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
25	20	5

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
7	3	3	2	5	1	0	0	7	2	0	0	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Open Court SERIES TITLE: Open Court Basic Readers

GRADES 1 – 6 YEAR PUBLISHED: 1967

OTAL NUMBER DIFFERENT CAREER ROLES = 142

crobat
ctor
dmiral
rcher
rcheologist
rtist
stronaut
stronomer
uctioneer
uthor

enefactor
aker
all Player
arber
iologist
lacksmith
oat Driver
usinessman
utcher
eggar

aptain
arpenter
hemist
hief
lerk
lown
oachman
omposer
onquistador
onstruction Worker
ook
owboy
Craftsman
Coolie

D
Dancer
Dentist
Doctor
Driver
Duke

E
Editor
Emissary
Emperor
Engineer
Executioner
Explorer
Educator

F
Farmer
Farm Hands
Fireman
Fisherman
Forest Ranger
Fur Trader

G
General
Geographer
Goat Herder
Government Official
Governor
Grocer

H
Hermit
Historian
Hunter

I
Indian Chief
Inventor

J
Janitor
Jester
Judge

K
King
Knife Grinder
Knight

L
Lawyer
Logger
Longshoreman

M
Magician
Mason
Mathematician
Mayor
Mechanic
Merchant
Milkman
Miller
Miner
Minstrel
Mint Master
Missionary
Monk

N
Navigator
Nobles

O
Oceanographer
Ornithologist

P
Page
Pastor
Physiologist
Pianist
Pilot
Pirate
Plantation Owner
Playwriter
Poet
Policeman
Politician
Pony Express Ride
Potter
President of U. S.
Priest
Prisoner
Prince
Principal
Printer
Professor
Prospector
Publisher

R
Railroad Engineer
Riverboat Pilot
Robber
Railroad Worker

S

Sailor
Scholar
Scientist
Sculptor
Secretary
Servant
Share Cropper
Shepherd
Sheriff
Ship Chandler
Ship Owner
Shoemaker
Slave
Soldier
Shopkeeper

T

Tailor
Teacher
Telegraph Operator
Trader
Trapper

W

Wagon Maker
Weaver
Woodcarver
Wood Cutter
Writer
Warrior

Z

Zoologist

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

***PUBLISHER:* Open Court** ***SERIES TITLE:* Open Court Basic Readers**

GRADES 1 – 6 ***YEAR PUBLISHED:* 1967**

TOTAL NUMBER DIFFERENT CAREER ROLES = 26

A

Airline Hostess

C

Cook
Courtier

F

Fairy
Founder & President
of College

G

Government Official

H

Housekeeper

M

Maid
Mother
Maidens
Missionary
Musician

N

Nurse

P

Poet
Princess

Q

Queen

R

Receptionist

S

Sculptor
Servant
Singer
Slave
Soldier
Stenographer

T

Teacher

W

Washwoman
Witch

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Open Court *SERIES TITLE: Open Court Basic Readers*
GRADES 1 – 6 *YEAR PUBLISHED: 1967*

TOTAL NUMBER DIFFERENT CAREER ROLES = 19

B
Beggar
Benefactor

C
Chemist
Chief
Conquistador
Coolie

E
Educator
Emperor

F
Fisherman

K
King

M
Magician
Merchant

P
Poet
Prisoner

R
Railroad Worker

S
Sailor
Scientist
Shopkeeper

W
Warrior

MINORITIES–CAREERS ASSIGNED BY SEX–FEMA

PUBLISHER: Open Court *SERIES TITLE: Open Court Basic Readers*
GRADES 1 – 6 *YEAR PUBLISHED: 1967*

TOTAL NUMBER DIFFERENT CAREER ROLES = 5

C
Courtier

M
Mother

S
Singer
Slave

T
Teacher

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Random House	Structural Reading Program (Grades K — 3)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
269	113 42%	65 24%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
24/269 = 9%	6 2%	1 <1%	0 0	1 <1%	1 <1%	4 1%	0 0	0 0	0 0	2 <1%	0 0	0 0	0 0	0 0	0 0	2 <1%	1 <1%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
94	78 83%	16 17%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
18	15	3

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
8	2	6	3	0	0	0	1	0	0	0	1	0	0	4	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Random House SERIES TITLE: Structural Reading Program

GRADES K – 3 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 78

A

Astronauts — 2
Advisor — 1
Animal Trainer — 1
Acrobats — 2

B

Bus Driver — 3
Businessman — 7
Barber — 1

C

Clerk — 5
Candy Store Owner — 1
Cab Driver — 1
Cook — 1
Coach — 3
Clown — 7
Coast Guard — 1
Custodian — 1
Captain — 1
Candy Store Clerk — 1
Chairman — 1
Computer Analyst — 1

D

Dock Worker — 1
Doctor — 3
Doorman — 1

E

Explorer — 2

F

Farmer — 12
Firefighter — 11
Fat Man — 1
Fair Ride Attendant — 1

G

Gardener — 1
Ghost — 1
Grocer — 2
Government Official — 1
Guide — 2

H

Horse Trainer — 1
Hunter — 7
Hotdog Vendor — 1

I

Inventor — 1
Indian Chief — 1

K

King — 3

L

Life Guard — 1

M

Milkman — 2
Miner — 1
Mover — 1
Mailman — 2
Mail Rider — 80
Minister — 2

N

Newspaper Boy — 1
Newspaper Reporter — 1

O

Outlaw — 2

P

Police Officer — 5
Powder Boy — 1
President — 1
Pilgrim — 2
Painter — 1
Paper Delivery — 1

R

Reporter — 3
Ring Master — 1

S

Scientist — 1
Seal Trainer — 1
Snake Man — 1
Space Man — 1
Settler — 1
Shepherd — 1
Sailor — 4
Ship Builder — 1
Servant — 1

T

Truck Driver — 2
Teacher — 3
Trolley Car Driver — 2
Tightrope Walker — 1
Trapeze Artist — 1
Tailor — 1
Ticket Sellers — 2

W

Woodsman — 1
Wiseman — 1
Wildman — 1
Writer — 1

Z

Zoo Keeper — 5

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Random House SERIES TITLE: Structural Reading Program
GRADES K – 3 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 16

B
Babysitter — 2

C
Clerk — 1

H
Housewife — 1

L
Librarian — 2

M
Mother — 106

N
Nurse — 1

P
Pet Store Owner — 2

Q
Queen — 2

S
Salesgirl — 4
Suffragette — 1
Squaw — 2
Secretary — 1

T
Teacher — 13

V
Veterinarian — 1

W
Writer — 1
Witch — 3

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Random House SERIES TITLE: Structural Reading Program
GRADES K – 3 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 15

C
Chief — 1
Chairman — 1
Cook — 1

F
Farmer — 3

G
Guide — 2
Gardener — 1

H
Hunter — 1

K
King — 1

M
Minister — 2

P
Powder Boy — 1

S
Ship Builder — 1
Servant — 1
Scientist — 1

T
Teacher — 2

W
Writer — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Random House SERIES TITLE: Structural Reading Program
GRADES K – 3 YEAR PUBLISHED: 1972

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

M
Mother — 5

S
Squaw — 2

T
Teacher — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Reader's Digest	Reader's Digest Skill Builders (Grades 1 — 10)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
[illegible]	325 47%	80 11%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
[illegible] = 3%	4 <1%	0 0	0 0	3 <1%	0 0	0 0	2 <1%	0 0	2 <1%	0 0	0 0	0 0

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
1 <1%	1 <1%	0 0	1 <1%	1 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
512	440 86%	72 14%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
16	13	3

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
10	2	2	0	2	0	0	0	0	0	1	0	0	0	1	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Reader's Digest SERIES TITLE: Reader's Digest Skill Builders

GRADES 1 – 10 YEAR PUBLISHED: 1959, 66, 68

TOTAL NUMBER DIFFERENT CAREER ROLES = 440

A

Acrobat — 1
Actor — 1
Admiral — 3
Aerodynamic Researcher — 1
Air Mechanic — 1
Alligator Wrestler — 1
Ambassador — 1
Animal Hunter — 1
Animal Trainer — 1
Animator — 1
Announcer — 1
Archeologist — 2
Architect — 1
Archivist — 1
Army Observer — 1
Army Officer — 2
Artist — 8
Astronaut — 5
Astronomer — 3
Athlete — 1
Atomic Reactor Manager — 1
Attorney — 1
Author — 16

B

Baker — 3
Ball Manager — 1
Ball Player — 3
Band Leader — 1
Bandit — 2
Bank Teller — 1
Banker — 4
Barber — 1
Baseball Club Owner — 1
Baseball Manager — 1
Baseball Pitcher — 1
Baseball Player — 4
Basketball Club Owner — 1
Basketball Player — 1
Bell Maker — 1
Ball Tuner — 1
Bicycle Mechanic — 1
Bikeshop Owner — 1
Biologist — 3
Blacksmith — 2
Boat Builder — 1
Boat Captain — 2
Bobsledder — 2
Botanist — 4
Boxer — 3
Boxing Manager — 1
Brakeman — 3
Brain Surgeon — 1
Brick Layer — 2
Bridge Builder — 1
Bridge Designer — 1
Broadcaster — 1
Bucker (timber) — 1
Builder — 2
Building Engineer — 1
Bull Fighter — 2
Burglar — 2
Burro Raiser — 1
Bus Driver — 3
Businessman — 4
Butcher — 1

C

Cab Driver — 2
Cabinet Maker — 1
Caddy — 1
Camel Driver — 1
Camera Designer — 1
Camera Man — 1
Canal Controller — 2
Candy Apple Salesman — 1
Candlemaker — 1
Captain — 12
Car Counter — 1
Cartographer — 1
Cartoonist — 1
Cattleman — 4
Cavalryman — 2
Chauffeur — 1
Chemical Engineer — 2
Chemist — 1
Chief — 1
Chief Engineer — 1
Chief Justice — 1
Chief Inspector — 1
Chief Mate — 1
Cinder Pit Worker — 1
Circus Owner — 2
Clergyman — 1
Clerk — 3
Climbing Guide — 1
Clock Maker — 1
Clown — 4
Coach — 1
Coast Guard Man — 1
College President — 3
Colonel — 4
Columnist — 1
Commander — 1
Comedian — 2
Commercial Fisherman — 1
Commercial Pilot — 1
Commercial Printer — 1
Company Head — 1
Company Owner — 1
Composer — 1
Concert Pianist — 1
Conductor of Music — 1
Conductor (train) — 3
Congressman — 3
Constable — 1
Construction Chief — 1
Construction Worker — 7
Consulting Engineer — 2
Contest Judge — 1
Contractor — 1
Cowboy — 16
Crane Operator — 1
Crewman — 3
Criminal — 1
Customer Service Director — 1
Customs Inspector — 1
Customs Officer — 1
Czar — 1

D

Dancer — 1
Deck Hand — 1
Dendrocronologist — 1
Department Head (sales) — 1
Designer — 1
Detective — 3
Diplomat — 1
Director (movie) — 1
Dispatcher — 1
Diver — 6
Doctor — 14
Dog Handler — 1
Dog Trainer — 2
Dogsled Racer — 1
Doryman — 1

Dramatist — 1
Driver — 1
Driver (test) — 1

E

Editor — 2
Electric Train Designer — 1
Electrical Engineer — 2
Electrician — 1
Elephant Trainer — 2
Employer — 1
Employment Manager — 1
Emperor — 1
Engineer — 10
Engineer (science) — 1
Engineer (train) — 1
Engraver — 1
Entomologist — 1
Executive — 1
Explorer — 5

F

Factory Superintendent — 1
Factory Worker — 1
Fair Judge — 1
Faller (tree) — 1
Farm Worker — 1
Farmer — 17
Farmhand — 1
Film Maker — 1
Firefighter — 3
Fire Lookout — 1
Fireman — 5
Fireman (train) — 2
Firm President — 1
Fish and Game Man — 1
Fish Salesman — 1
Fisherman — 11
Flying Doctor — 1
Football Player — 1
Foreign Minister — 1
Foreman — 3
Forest Ranger — 3
Forester — 1
Frogman — 1
Fur Trapper — 2

G

Gambler — 1
Game Manager — 1
Garageman — 1
Gardener — 2
Gas Attendant — 1
Gate Keeper — 1
Gaucho — 1
General — 3
Geographer — 1
Geologist — 2
Gold Buyer — 1
Golfer — 1
Government Official — 1
Governor — 5
Green Grocer — 1
Grocer — 2
Guard — 4
Guide — 4
Gunner — 1
Gunsmith — 1
Gypsie — 1

H

Helicopter Pilot — 2
Highway Builder — 1
Highwayman — 2
Hockey Player — 1
Horse Rider — 3
House Worker — 1
Hunter — 3
Hunter (animal) — 3
Hunting Guide — 1

I

Industrial Forester — 1
Instructor — 1
Insurance Salesman — 1
Intern — 2
Inventor — 4
Iron Worker — 1

J

Janitor — 1
Jet Pilot — 3
Journalist — 1
Journeyman — 1
Judge — 2
Judo Instructor — 2

K

Killer — 1
King — 5

L

Lab Worker — 1
Lawyer — 7
Lieutenant — 5
Line Repairman — 1
Lineman — 1
Logger — 5
Log Truck Driver — 1

M

M. P. — 2
Magician — 3
Mailman — 5
Major — 1
Manager — 4
Manufacturer — 1
Marine — 1
Marine Engineer — 1
Marine Fisherman — 1
Mathematician — 2
Mayor — 3
Mechanic — 3
Melodian Player — 1
Merchant — 2
Meteorologist — 2
Military Attache — 1
Milkman — 3
Mill Owner — 1
Miner — 5
Minister — 4
Missionary — 4
Monk — 2
Motorman — 1
Mounted Police — 4
Movie Manager — 2
Movie Star — 1
Music Teacher — 1
Musician — 1

N

NASA Administrator — 1
National Park Director — 1
Naturalist — 4
Navy Corps Man — 1
Navy Man — 3
News Commentator — 1
Newsman — 1
News Manager — 1
Newspaper Owner — 1
Newspaper Publisher — 1
Newspaper Writer — 2
Newspaper Man — 3
Novelist — 2
Nuclear Scientist — 1

O

Oceanographer — 2
Officer — 3
Oil Contractor — 1
Olympic Athlete — 2
Organ Maker — 1
Ornithologist — 1
Outlaw — 2

P

Padre — 1
Painter — 1
Paratrooper — 2
Park Manager — 1
Park Ranger — 2
Pastry Cook — 1
Patrolman — 1
Peanut Grower — 1
Personnel Director — 1
Photo Expert — 1
Photographer — 5
Physicist — 2
Pianist — 2
Pilebuck — 1
Pilot — 11
Pistol Shot — 1
Planner — 2
Plant Superintendent — 1
Plumber — 1

ALL RACES – MALES Continued

(Reader's Digest; Reader's Digest Skill Builders; Grades 1 – 10; 1959, 66, 68)

Police — 4
Police Clerk — 1
Police Commissioner — 1
Policeman — 7
Politician — 2
Pony Express Rider — 2
Pope — 1
Postmaster — 2
Postal Clerk — 1
President — 7
President — National Audubon Society — 1
Pretzel Manufacturer — 1
Priest — 3
Prime Minister — 1
Prince — 2
Principal — 4
Printer — 2
Producer — 1
Professor — 6
Prospector — 2
Psychologist — 1

R

Radar Operator — 1
Radarman — 1
Railroad Engineer — 2
Railroad Owner — 1
Rancher — 2
Real Estate Salesman — 1
Reporter — 4
Researcher — 1
Restaurant Owner — 1
Riveter — 1
Road Designer — 1
Robber — 2
Rock Cutter — 1
Rocket Expert — 1
Rodeo Clown — 1
Rug Dealer — 1

S

Safety Officer — 1
Sailor — 7
Sales Manager — 1
Salesman — 1
Santa — 2
Scientist — 11
Scout — 2
Sea Captain — 1
Seaman — 1
Seal Trainer — 1
Security Man — 2
Secretary of Interior — 1
Secretary of Treasury — 1
Secretary of War — 1
Senator — 3
Sergeant — 4
Serviceman — 1
Sharpshooter — 1
Sheepman — 1
Sheep Herder — 2
Sheriff — 1
Shiek — 1
Shoe Repairman — 1
Shoemaker — 1
Signal Officer — 1
Silversmith — 1
Singer — 1
Singing Teacher — 1
Skindiver — 2
Skipper — 2
Slagger — 1
Slave — 1
Sled Driver — 1
Soccer Player — 2
Soldier — 8
Spaceman — 1
Speaker of the House — 1
Sports Columnist — 1
Sports Writer — 1
Spy — 2
Stage Driver — 1
Station Agent — 1
Station Master — 1
Steelman — 2
Steward — 1
Stoker (mill) — 1
Stoker (ship) — 1
Store Clerk — 1
Storekeeper — 1
Storyteller — 2
Street Cleaner — 2
Stuntman — 1
Superintendent — 1
Supervisor — 1
Surgeon — 1
Surveyor — 2
Sweeper — 1
Swim Trainer — 1
Swimmer — 2

T

Tailor — 1
Taxi Driver — 1
Taxidermist — 1
Teacher — 9
Teamster — 1
Technical Writer — 1
Technician — 2
Telephone Man — 1
Telephone Repairman — 1
Telephone Supervisor — 1
Test Pilot — 1
Tobogganer — 1
Traffic Controller — 1
Trainman — 4
Tracker — 1
Trapper — 3
Tree Farmer — 1
Tree Scientist — 1
Truck Driver — 5
Trucker — 2
Tugboat Captain — 1

U

Undertaker — 1
Unskilled Worker — 1

V

Valet — 1
Vaudeville Agent — 1
Veterinarian — 3
Violin Teacher — 1
Violinist — 2
Voice Teacher — 1

W

Wagon Driver — 1
War Correspondent — 1
Warrior — 2
Weather Forecaster — 1
Weatherman — 1
Whale Hunter — 2
Whaler — 3
Workman — 7
Wrecking Yard Operator — 1
Writer — 3
Writer (Newspaper) — 1

Z

Zoo Keeper — 4
Zoologist — 4

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

*PUBLISHER: **Reader's Digest*** *SERIES TITLE: **Reader's Digest Skill Builders***
GRADES 1 – 10 *YEAR PUBLISHED: **1959, 66, 68***

TOTAL NUMBER DIFFERENT CAREER ROLES = 72

A
Actress — 1
Author — 1

B
Beautician — 1
Butter and Egg Lady — 2

C
Candy Store Owner — 1
Card Punch Operator — 1
Chorus Girl — 3
Circus Rider — 1
Circus Star — 3
Cleaning Lady — 1
Cleaning Woman — 3
Clerk — 1
Commercial Jelly Maker — 2
Computer Operator — 1
Cook — 3
Countess — 1
Cowgirl — 1
Czarina — 1

D
Department Head — 1

F
Farmer — 1
Film Maker — 1
Fire Lady — 1
Flower Saleswoman — 1
Flower Seller — 1
Forest Lookout — 3

G
Gypsie — 1

H
Historian — 1
Hotel Maid — 2
Housekeeper — 1
Housewife — 5
Hunter — 1

J
Jet Pilot — 1

L
Landlady — 1
Laundress — 2

M
Metermaid — 2
Missionary — 2
Mother — 12
Mother Superior — 1
Musician — 1

N
Nun — 1
Newspaper Writer — 1
Novelist — 1
Nurse — 7

P
Phone Operator — 1
Photographer — 2
Pioneer — 1
Poet — 1
Poultry Farmer — 1
Postal Supervisor — 1
Post Mistress — 1

Q
Queen — 4

R
Red Cross Worker — 1

S
Sales Clerk — 2
Sales Department Head — 1
Scientist — 1
Secretary — 1
Servant — 1
Singer — 3
Ski Instructor — 1
Skier — 1
Skin Diver — 2
Star — 1
Stewardess — 1
Swim Star — 2

T
Teacher — 10
Therapist — 1

W
WAC — 1
War Correspondent — 1
Washwoman — 1
Wire Walker — 2
Writer — 1

Z
Zoo Mother — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Reader's Digest SERIES TITLE: Reader's Digest Skill Builders
GRADES 1 – 10 YEAR PUBLISHED: 1959, 66, 68

TOTAL NUMBER DIFFERENT CAREER ROLES = 13

B
Baseball Player — 1

C
Cattleman — 1
Cowboy — 3

F
Farmer — 3
Farm Hand — 1

G
Guide (Eskimo) — 1

H
Hunter — 1

J
Judo Instructor — 1

O
Officer — 1

S
Scientist — 1
Soccer Player — 1

T
Trapper — 2

W
Warrior — 2

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Reader's Digest SERIES TITLE: Reader's Digest Skill Builders
GRADES 1 – 10 YEAR PUBLISHED: 1959, 66, 68

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

F
Farmer — 1

M
Mother — 2

S
Singer — 2

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Science Research Associates	The SRA Basic Reading Series (Grades 1 — 6)	[illegible]

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
334	181 54%	44 13%	[illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
16/334 = 5%	6 2%	2 <1%	1 <1%	1 <1%	0 0	0 0	0 0	1 <1%	0 0	0 0	0 0	0 0	1 <1%	1 <1%	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	1 <1%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
180	153 85%	27 15%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
25	22	3

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
13	3	2	1	3	1	0	0	3	0	0	0	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: SRA *SERIES TITLE: The SRA Basic Reading Series*

GRADES 1 – 6 *YEAR PUBLISHED: 1970*

TOTAL NUMBER DIFFERENT CAREER ROLES = 153

A

Air Traffic Controller — 1
Archeologist — 2
Architect — 1
Artist — 1
Astronaut — 2
Athlete — 1

B

Baker — 1
Bandit — 1
Bank Clerk — 1
Banker — 1
Bank Owner — 1
Biologist — 2
Bird Collector — 1
Blacksmith — 2
Brave — 1
Bus Driver — 5
Businessman — 2

C

Cab Driver — 1
Camel Trainer — 1
Cameraman — 1
Captain — 2
Cattleman — 1
Chef — 1
Chicken Raiser — 1
Circus Advertiser — 1
Circus Artist — 1
Circus Clown — 1
Circus Performer — 1
City Planner — 1
Clerk — 1
Clothing Salesman — 1
Coach — 1
Composer — 1
Conductor — 1
Congressional Page — 1
Congressman — 1
Conservationist — 1
Constable — 1
Cook — 1
Coolie — 1
Coppersmith — 1
Cowboy — 3
Cryptographer — 1
Chief — 1

D

Deliveryboy — 1
Dentist — 2
Detective — 2
Ditchdigger — 1
Doctor — 3
Drummer — 1

E

Editor of Paper — 1
Egg Man — 1
Elf — 1
Emperor — 1
Entomologist — 1
Escape Artist — 1
Experimenter — 1
Explorer — 4

F

Farmer — 6
Film Director — 1
Fireman — 2
Fisherman — 1
Fishing Boat Captain — 1
Forger — 1

G

General — 1
Gentleman — 2
Geologist — 1
Glass Blower — 1
Goat Herd — 1
Governor — 1
Grocer — 1
Guard — 1
Gypsy — 1

H

Hermit — 1
Hotdog Grill Operator — 1
Hunter — 1

I

Inventor — 1

J

Judge — 1
Juggler — 1

K

King — 4

L

Lawyer — 1

M

Magician — 1
Mathematician — 1
Mayor — 1
Metal Worker — 1
Meteorologist — 1
Milkman — 1
Music Teacher — 1

N

Newspaper Boy — 1

O

Observer for Wildlife Protection — 1
Optometrist — 1
Organ Grinder — 1

P

Page — 1
Painter — 1
Paper Boy — 2
Pet Shop Owner — 1
Philosopher — 1
Photographer — 1
Physicist — 2
Pilot — 2
Pirate — 1
Play Actor — 1
Poet — 3
Policeman — 1
Postman — 2
Pots & Pans Salesman — 1
President — 2
Priest — 1
Prince — 3
Prison Guard — 1
Professional Athlete — 1

R
Radio Reporter — 1
Rain Maker — 1
Rancher — 1
Ringmaster — 1
Robber — 2

S
Sailor — 2
Scholar — 1
Scientist — 4
Sculptor — 2
Seaman — 1
Senator — 1
Settler — 1
Shanty Man — 1
Sheriff — 2
Ship Builder — 1
Shoe Maker — 1
Shopkeeper — 1
Skier — 1
Slave — 1
Soldier — 5
Sorcerer — 1
Seller — 1
Spelunker — 1
Spy — 1
Stage Coach Driver — 1
Street Cleaner — 2

T
Taxi Driver — 1
Tinpan Man — 1
Train Engineer — 1
Truck Driver — 1
Tugboat Captain — 1
Tree Farmer — 1

V
Valet — 1
Violinist — 1

W
Wagonmaster — 1
Waiter — 1
Warrior — 6
Whaler — 2
Wizard — 1
Wood Cutter — 2
Writer — 1

Z
Zoo Keeper — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: SRA SERIES TITLE: The SRA Basic Reading Series
GRADES 1 – 6 YEAR PUBLISHED: 1970

TOTAL NUMBER DIFFERENT CAREER ROLES = 27

A
Actress — 1
Artist — 1

B
Blanket & Basket Maker — 1
Blind School Founder — 1

C
Circus Performer — 2
Cook — 1

D
Dancer — 1

F
Fencer — 1
Fortune Teller — 1
Fruit Worker — 1

L
Lab Technician — 1

M
Mermaid — 1
Mother — 18

N
Nurse — 1

P
Pianist — 1
Princess — 6

Q
Queen — 4

S
Saleslady — 1
Singer — 1
Skier — 1
Shopkeeper — 1

T
Teacher — 4
Telephone Operator — 1

V
Vendor — 2

W
Weaver — 1
Witch — 4
Writer — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: SRA SERIES TITLE: The SRA Basic Reading Series

GRADES 1 – 6 YEAR PUBLISHED: 1970

TOTAL NUMBER DIFFERENT CAREER ROLES = 22

A

Athlete

B

Brave
Businessman

C

Coolie
Chief
Clothing Salesman
Chef

D

Dentist

E

Explorer

F

Farmer
Fisherman

H

Hunter

J

Juggler

P

Policeman
Pro Basketball

R

Rainmaker

S

Seaman
Seller

T

Tree Farmer

V

Valet

W

Waiter
Warrior

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: SRA SERIES TITLE: The SRA Basic Reading Series

GRADES 1 – 6 YEAR PUBLISHED: 1970

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

F

Fruit Worker

M

Mother

T

Teacher

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Science Research Associates	SRA Distar Supplementary Readers (Grade 3)	1973

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
166	108 65%	5 3%	53 32%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
11/166 = 7%	2 1%	6 4%	0 0	3 2%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	5 3%	6 4%	0 0

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
30	27 90%	3 10%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
9	8	1

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
7	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0

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ALL RACES–CAREERS ASSIGNED BY SEX–[illegible]

PUBLISHER: SRA SERIES TITLE: Distar Readers A, B, C, D, E Level III
GRADE 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 27

B
Boss — 23

C
Captain — 1
Carpenter Boss — 12
Caveman — 4
Chief — 3
Cowboy — 1

D
Dog Trainer — 1

E
Explorer — 15

F
Factory Worker — 1
Farmer — 1

G
General — 2
Guard — 2
Guide — 2

I
Inventor — 4

K
King — 6

M
Mailman — 6
Manufacturer — 4

N
Navy Man — 1
News Reporter — 2

P
Police — 1

R
Rancher — 1

S
Scholar — 1
Scientist — 33
Soldier — 13
Store Owner — 6

T
Teacher — 1

V
Viking — 2

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: SRA SERIES TITLE: Distar Readers A, B, C, D, E Level III
GRADE 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 3

L
Librarian — 1

M
Mother — 8

T
Teacher — 1

MINORITIES—CAREERS ASSIGNED BY SEX—MALES

PUBLISHER: SRA SERIES TITLE: Distar Readers A, B, C, D, E Level III

GRADE 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 8

B
Boss — 18

C
Chief — 3

D
Dog Trainer — 1

E
Explorer — 12

M
Mailman — 5

R
Rancher — 1

S
Scientist — 5
Store Owner — 5

[illegible]

PUBLISHER: SRA SERIES TITLE: Distar Readers A, B, C, D, E Level III

GRADE 3 YEAR PUBLISHED: 1973

TOTAL NUMBER DIFFERENT CAREER ROLES = 1

M
Mother — 7

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Scott, Foresman	The New Basic Readers, Curriculum Foundation Series (Grades 1 — 6)	1965

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
382	215 56%	85 22%	82 22%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American		
	M	F	O	M	F	O	M	F	O	M	F	O
62/382 = 16%	16 4%	14 4%	9 2%	3 <1%	0 0	0 0	4 1%	2 <1%	0 0	0 0	1 <1%	0 0

Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
3 <1%	0 0	0 0	3 <1%	1 <1%	0 0	0 0	0 0	0 0	4 1%	2 <1%	0 0	33 9%	20 5%	9 2%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS		
Total	Male	Female
115	104 90%	11 10%

MINORITY RACES

DIFFERENT CAREERS		
Total	Male	Female
23	21	2

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
7	2	3	0	4	0	0	0	2	1	2	0	0	0	8	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman SERIES TITLE: Curriculum Foundation Series

GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 104

A
Architect
Artist
Astronaut
Astronomer

B
Bank Teller
Barber
Baseball Player
Basketball Player
Blacksmith
Bus Driver
Businessman
Brave

C
Cabinet Maker
Captain
Carpenter
Cheese Maker
Clock Repairman
Coach
Construction Worker
Cook
Cowboy
Customs Inspector

D
Dean
Deep Sea Diver
Doctor
Doorman

E
Engineer
Explorer

F
Farmer
Fireman
Fisherman
Forest Firefighter
Forest Ranger
Furniture Refinisher

G
Goat Herder
Game Warden
Gardener
Giant
Grocery Store Clerk
Guard
Gaucho

H
Helicopter Pilot
Horseman
Hotel Manager & Clerk
Hunter

I
Inventor

K
King
Knife Grinder
Knight

L
Lawyer
Light Repairman
Lithographer
Logger

M
Major
Mayor
Merchant
Milkman
Minister
Monk
Medicineman

N
Navy Man
Newspaperman

P
Painter
Patrol Officer
Pet Store Owner
Policeman
Postman
President
Prime Minister
Prince
Principal

R
Rancher
Reporter
Rubber Collector

S
Sailor
Sawmill Worker
Scientist
Sea Captain
Senator
Service Station Attendant
Shepherd
Sheriff
Shoe Store Owner
Shop Keeper
Silversmith
Skin Diver
Slave Trader
Soldier
Spy
Slave

T
Tailor
Taxi Cab Driver
Teacher
Toy Maker
T. V. Commentator

W
Watchman
Weaver
Welder
Writer
Water Carrier
Witch Doctor

V
Vaquero
Vendor

Z
Zoo Keeper

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman SERIES TITLE: Curriculum Foundation Series

GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 11

A
Athlete
Author

D
Doctor

M
Mother

N
Nurse

P
Princess

Q
Queen

R
Recreation Director

S
Social Worker

T
Teacher

W
Witch

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman SERIES TITLE: Curriculum Foundation Series
GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 21

A
Artist — 1

B
Businessman — 1
Baseball Player — 1
Brave — 4
Barber — 1

F
Farmer — 3

G
Gaucho — 1
Goat Herder — 1

H
Hunter — 1

M
Medicineman — 1

R
Reporter — 1
Rubber Collector — 1

S
Slave — 1
Skin Diver — 1

T
Teacher — 2
Tailor — 1

V
Vaquero — 1
Vendor — 1

W
Writer — 1
Water Carrier — 1
Witch Doctor — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman SERIES TITLE: Curriculum Foundation Series
GRADES 1 – 6 YEAR PUBLISHED: 1965

TOTAL NUMBER DIFFERENT CAREER ROLES = 2

M
Mother — 10

T
Teacher — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Scott, Foresman	Reading Systems (Grades 1 — 6) (Delete Level 5, Not Available)	1871-72

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
193	103 53%	34 18%	56 29%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
$\frac{41}{193}$ = 21%	23 12%	4 2%	1 1%	2 1%	0 0	0 0	2 1%	3 2%	0 0	0 0	0 0	0 0	2 1%	0 0	0 0	1 1%	0 0	0 0	0 0	0 0	0 0	3 2%	0 0	0 0	33 17%	7 4%	1 1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
189	151 80%	38 20%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
34	28	6

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
15	3	3	1	2	2	1	0	3	1	0	0	0	0	3	2

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman *SERIES TITLE: Reading Systems*

GRADES 1 – 6 *Level 5 Not Available* *YEAR PUBLISHED: 1971-72*

TOTAL NUMBER DIFFERENT CAREER ROLES = 152

A

Acrobat — 1
Astronaut — 3
Animal Ecologist — 1
Artist — 2
Actor — 1
Author — 1
Announcer — 1
Adult Student — 1

B

Businessman — 1
Butcher — 1
Bareback Rider — 1
Bear Trainer — 1
Bus Driver — 1
Bush Pilot — 1
Bandmaster — 1
Blacksmith — 3
Balloon Vendor — 1
Balloonist — 1
Border Guard — 1
Basketball Player — 12
Backfield Coach — 1
Barber — 1
Botanist — 1
Battalion Chief — 1

C

Construction Worker — 1
Cowboy — 3
Cameraman — 1
Chimp Trainer — 1
Clown — 1
Cannon Shot Artist — 1
Chief — 1
Chaplain — 1
Canner — 1
Conductor — 1
Carpenter — 1
Camel Driver — 1
Cook — 1
Colonel — 1
Captain — 1
Cafe Owner — 1
Chef — 1

D

Dog Trainer — 1
Drummer — 11
Doctor — 2
Dog Walker — 1
Doorman — 1

E

Elephant Trainer — 1
Explorer — 3
Electrician — 1
Editor — 1

F

Fireman — 4
Foreman — 1
Farmer — 7
Fire Eater — 1
Fruit Stand Vendor — 1
Fisher — 2
Forecaster — 1
Football Player — 1
Factory Owner — 1

G

Green Grocer — 1
God — 1
Gripman — 1
Gate Keeper — 1
Gardener — 3
Guitar Maker — 1
General — 2
Guard — 1
Grist Mill Owner — 1
Government Official — 1
Geologist — 1

H

Handyman — 1
Highwire Performer — 1
Hotdog Vendor — 1
Hunter — 2
Herpetologist — 2
Hunter — 1
Horticulturalist — 1

I

Inventor — 5
Ice Cream Vendor — 1

J

Jet Pilot — 1
Judge — 1
Journalist — 1

K

King — 7
Knight — 1

L

Lion Tamer — 1
Logger — 1
Lawyer — 1

M

Minister — 1
Machinist — 1
Mayor — 2
Messenger — 1
Major — 1
Musician — 1
Medicineman — 1
Meteorologist — 2
Milkman — 1
Marshal — 1

O

Ogre — 1
Outlaw — 1

P

Policeman — 3
Pirate — 1
President — 4
Pet Store Owner — 1
Potter — 1
Pilot — 3
Painter — 2
Photographer — 3
Poet — 1
Prince — 1
Public Speaker — 1
Postman — 1
Postmaster — 1
Printer — 1
Police Chief — 1
President of Assembly — 1
Philosopher — 1

ALL RACES – MALES Continued

(Scott, Foresman; Reading Systems; Grades 1 – 6, Level 5 Not Available; 1971-72)

R

Ringmaster — 1
Rancher — 1
Radio Man — 1
Reporter — 1
Robber — 1

S

Statesman — 1
Stilt Walker — 1
Shopkeeper — 5
Sculptor — 1
Silversmith — 1
Sailor — 2
Sea Captain — 1
Scientist — 2
Swamper — 1
Sawyer — 1
Student — 1
Swimmer — 1
Soldier — 1
Shoemaker — 1
Store Clerk — 1
Sled Driver — 1
Sound Engineer — 1
Sheep Herder — 1

T

Truck Driver — 1
Teacher — 1
Tramp — 1
Town Crier — 1
Tile Setter — 1
Trapper — 1
Trader — 1
T. V. Reporter — 1

V

Vice President — 1

W

Worker — 1
Warrior — 2
Writer — 3
Warden — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman SERIES TITLE: Reading Systems

GRADES 1 – 6 Level 5 Not Available YEAR PUBLISHED: 1971-72

TOTAL NUMBER DIFFERENT CAREER ROLES = 38

A

Acrobat — 1
Acting Teacher — 1
Aviator — 1
Art Teacher — 1

B

Band Member — 1
Bareback Rider — 1
Bear Trainer — 1
Behavioral Scientist — 1
Botanist — 1
Botanical Explorer — 1
Boarding House Owner — 1

C

Cook — 1

D

Dog Trainer — 1

E

Elephant Trainer — 1

F

Food Service — 1

G

Goddess — 1

H

Housewife — 2
Herpatologist — 1

J

Juggler — 1

M

Mother — 10
Musician — 2

N

Nutseller — 1

O

Ornithologist — 1

P

Princess — 2
Photographer — 1
Pilot — 1

Q

Queen — 6

R

Radio Communicator — 1
Reporter — 1

S

Shopkeeper — 1
Skier — 1
Speed Skater — 1
Swimmer — 1
Sculptor — 1

T

Teacher — 4
Tennis Player — 1
Track Athlete — 1

W

Writer — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman SERIES TITLE: Reading Systems

GRADES 1 – 6 Level 5 Not Available YEAR PUBLISHED: 1971-72

TOTAL NUMBER DIFFERENT CAREER ROLES = 28

A
Adult Student — 1
Astronaut — 1
Artist — 1

B
Basketball Pro — 12

C
Chef — 1
Conductor — 1

D
Drummer — 11

F
Farmer — 1
Fireman — 1
Fisher — 2

G
Gripman — 1

H
Horticulturist — 1

I
Inventor — 1

J
Jet Pilot — 1

M
Minister — 1

P
Policeman — 1
Photographer — 1
Potter — 1
Postman — 1

R
Reporter — 1
Rancher — 1

S
Sculptor — 1
Shopkeeper — 3
Sled Driver — 1

T
Tile Setter — 1
Trader — 1
T. V. Repairman — 1

W
Worker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman SERIES TITLE: Reading Systems

GRADES 1 – 6 Level 5 Not Available YEAR PUBLISHED: 1971-72

TOTAL NUMBER DIFFERENT CAREER ROLES = 6

B
Botanical Explorer — 1

H
Housewife — 2

M
Mother — 10

N
Nutseller — 1

S
Sculptor — 1

T
Track Athlete — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Scott, Foresman	America Reads Literature Program (Grades 9 — 12)	1973

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
206	[illegible]	21 [illegible]	15 [illegible]

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
[illegible] = 12%	10 5%	4 2%	1 <1%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	0 0	0 0	0 0	0 0	1 <1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 [illegible]	[illegible]	1 <1%	[illegible]	[illegible]	1 [illegible]

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
560	486 87%	[illegible]

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
[illegible]	50	14

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
18	8	13	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3	4	0	0	0	1	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman *SERIES TITLE: America Reads*
GRADES 9 – 12 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 486

A

Accountant — 2
Actor — 4
Adventurer — 1
Aerialist — 1
Aide — 1
Air Pilot — 1
Apprentice — 1
Anarchist — 1
Angel — 1
Apothecary Man — 1
Archangel — 1
Archbishop — 1
Archeologist — 1
Architect — 8
Army Cook — 1
Art Framer — 1
Art Professor — 1
Artist — 8
Assassin — 1
Assistant Principal — 1
Assistant Professor — 1
Assistant Ranger — 1
Astronaut — 1
Athlete — 1
Attendant — 1
Attorney — 1
Attorney General — 1
Auctioneer — 1
Author — 15

B

Baggage Man — 1
Baker — 1
Bailiff — 1
Ball Player — 1
Bandit — 3
Bank Employee — 1
Bank Manager — 1
Banker — 2
Barber — 7
Baseball Pro — 1
Beggar — 3
Bellhop — 1
Biochemist — 1
Biographer — 1
Biologist — 1
Bishop — 1
Black Panther Leader — 1
Blacksmith — 6
Blacksmith Apprentice — 1
Board Member — 1
Boat Captain (Charter) — 1
Boat Man — 1
Bomber — 1
Bondsman — 3
Book Collector — 1
Book Maker — 2
Book Seller — 1
Bracero — 2
Brewery Man — 1
Brick Layer — 1
Brush Salesman — 1
Buccaneer — 1
Buddhist Monk — 1
Builder — 2
Building Superintendent — 1
Bull Fighter — 1
Bus Driver — 1
Businessman — 3
Business Representative — 1
Butcher — 4

C

Cab Driver — 1
Cabin Boy — 1
Call Boy — 1
Camera Man — 1
Captain — 22
Carpenter — 8
Catcher — 1
Cattleman — 4
Cavalry Man — 2
Centurion — 1
Chaplain — 1
Chemist — 4
Child Psychologist — 1
Chief Clerk — 1
Church Decorator — 1
Cigar Dealer — 4
Circus Boss — 1
Circus Owner — 1
City Employee — 1
Clergyman — 1
Cleric — 1
Clerk — 6
Clock Maker — 1
Coach — 1
Chief — 16
Coachman — 2
Cobbler — 2
College President — 1
College Student — 1
Colonel — 12
Comedian — 3
Commander — 1
Commander-In-Chief — 1
Commissioner — 3
Company Man — 1
Composer — 3
Conductor — 2
Confederate Soldier — 5
Congressman — 1
Con Man — 1
Conquistador — 1
Constable — 2
Constable Aide — 1
Contractor — 1
Cook — 9
Cooper — 2
Coppersmith — 1
Corporal — 1
Coroner — 1
Correspondent — 2
Cotton Picker — 2
Counsel — 1
Count — 1
Courser — 3
Cowherd — 1
Crew — 10
Critic — 3
Curate — 1
Currier — 2
Cyclist — 1

D

Dairyman — 1
Dancing Master — 2
Deacon — 1
Deliveryman — 1
Dentist — 2
Deputy — 2
Deputy Governor — 1
Deputy Sheriff — 1
Deputy Treasurer — 1
Detective — 4
Devil — 5
Delivery Man — 1
Dictator — 8
Diver — 1
Divinity Practitioner — 1
Doctor — 18

ALL RACES — MALES Continued

(Scott, Foresman; America Reads; Grades 9 -- 12; 1973)

Dog Catcher — 1
Dragon Hunter — 1
Dramatist — 1
Drayman — 1
Drover — 1
Druggist — 1
Duke — 7

E

Economics Professor — 1
Editor — 8
Electrician — 1
Elevator Man — 1
Elevator Owner — 1
Emperor — 7
Engineer — 7
Epic Poet — 3
Essayist — 2
Estate Manager — 1
Evangelist — 1
Executive — 1
Expedition Leader — 1
Explorer — 3

F

Fakir — 1
Farmer — 17
Field Hand — 1
Fighter — 2
Film Director — 1
Fisherman — 4
Fish Shop Owner — 1
Fire Lookout — 1
Fireman — 2
Flogger — 1
Florist — 1
Football Player — 5
Footman — 1
Forester — 8
Friar — 1
Freighter — 2
Freightman — 1
Frontiersman — 1
Fruit Seller — 1
Furniture Dealer — 1

G

Gambler — 5
Gambling Proprietor — 1
Gangster — 2
Garbageman — 1
Gardener — 1
Garment Maker — 1
Gas Station Attendant — 2
General — 11
German Athlete — 1
Giant — 1
Gladiator — 2
Goatherd — 1
God — 4
Golf Pro — 1
Governor — 6
Green Grocer — 1
Grocer — 4
Groom — 1
Guard — 11
Guide — 2
Gym Instructor — 1

H

Hall Porter — 1
Handicapper — 1
Handyman — 1
Hangman — 2
Hatter — 1
Hedge Carpenter — 1
Hermit — 1
High Priest — 1
Hired Man — 1
Historian — 1
History Teacher — 1
Holyman — 1
Horse Raiser — 1
House Carpenter — 1
House Painter — 1
Hunter — 11
Hypnotist — 1

I

Ice Man — 1
Indian Chief — 17
Indian Savages — 1
Inspector — 1
Insurrectionist — 1
Instructor — 1
Insurgent — 2
Internal Revenue Man — 1
Inventor — 5
Iron Worker — 4

J

Jailer — 2
Janitor — 1
Jewel Merchant — 1
Jeweler — 5
Jewelry Store Owner — 1
Journalist — 2
Judge — 12
Junk Dealer — 1
Junk Man — 1
Jury Man — 2
Justice of the Peace — 1

K

Keeper — 1
King — 16
Knight — 11
Kitchen Personnel — 5

L

Laborer — 3
Lab Assistant — 1
Land Jobber — 1
Landlord — 6
Laundryman — 3
Lawyer — 11
Leader — 1
Leather — 1
Lecturer — 1
Legionnaire — 2
Lieutenant — 3
Lieutenant Governor — 1
Lord-States-General — 1
Lord-Treasurer — 1
Lorry Driver — 1
Lottery Peddler — 1
Lumber Dealer — 1

M

Magazine Publisher — 1
Magician — 1
Magistrate — 4
Major — 5
Major Domo — 1
Man Hunter — 2
Man Servant — 1
Manager — 3
Marine — 3
Mate — 4
Mathematician — 1
Mechanic — 4
Medicineman — 3
Menagerie Keeper — 1
Mercenary — 5
Merchant — 4
Messenger — 2
Mess Sergeant — 1
Metal Master — 1
Meter Man — 1
Militia Man — 1
Minister — 9
Minstrel — 2
Mill Owner — 1
Money Lender — 1
Monk — 4
Moonshiner — 2
Motorman — 1
Mountain Climber — 1
Mountaineer — 8
Movie Actor — 2
Mud Clerk — 2
Mule Skinner — 1
Municipal Worker — 1

Musician — 7

N

N . A. A. C. P. Leader — 1
National Guard — 1
Naturalist — 1
N. C. D. — 3
Newsman — 2
Newspaper Man — 1
Newspaper Owner — 1
Newspaper Seller — 1
Newsstand Owner — 1
Novelist — 11

O

Occultist — 1
Officer — 4
Oiler — 1
Olympic Star — 1
Ornithologist — 1
Other Planet — 2
Overseer — 1
Ox Driver — 1

P

Page — 8
Painter — 4
Parish Clerk — 1
Park Keeper — 1
Parson — 5
Pastor — 3
Patriot — 1
Pawnbroker — 1
Paymaster — 1
Peddler — 3
Photographer — 11
Philosopher — 11
Physician — 4
Physicist — 2
Pilot — 5
Pimp — 1
Pirate — 4
Planter — 2
Poet — 19
Police — 23
Policeman — 6
Political Agitator — 1
Politician — 5
Pope — 3
Porter — 5
Postman — 3
Potter — 2
Powder Monkey — 1
Preacher — 5
Premier — 1
President — 21
Priest — 14
Prime Minister — 1
Prince — 4
Principal — 4
Printer — 5
Prisoner — 2
Private — 6
Professional Man — 2
Professor — 5
Property Owner — 1
Prophet — 1
Proprietor — 3
Prospector — 2
Psychologist — 1
Public Prosecutor — 1
Public Relations Officer — 1
Publisher — 2

R

Race Car Driver — 1
Railroad Worker — 1
Ranger — 2
Rajah — 1
Rancher — 1
Real Estate — 1
Realtor — 1
Rector — 1
Rent Collector — 1
Reporter — 3
Republic Founder — 1
Researcher — 1
Revolutionist — 1
River Pilot — 6
Riverboat Captain — 1
Ruler — 1

S

Slave Breaker — 1
Slave Owner — 1
Slave Trader — 1
Smoke Jumper — 2
Snake Man — 1
Sniper — 2
Social Reformer — 1
Soldier — 86
Sportsman — 1
Sorcerer — 1
Spiritual Leader — 2
Statesman — 2
Steamboat Man — 1
Steel President — 1
Steel Vice-President — 1
Steward — 3
Stevedore — 3
Storekeeper — 2
Store Owner — 4
Surgeon — 4
Sailor — 15
Savage — 2
Saint — 3
Salesman — 9
Saloon Keeper — 1
Santa Claus — 1
Satirist — 1
Schoolyard Director — 1
Science Underworker — 1
Scientist — 7
Schoolmaster — 1
Sculptor — 2
Sea God — 1
Seaman — 11
Secretary — 1
Senator — 1
Sergeant — 3
Servant — 12
Shepherd — 4
Sheriff — 2
Ship Builder — 1
Ship Captain — 6
Ship Master — 2
Ship Officer — 3
Shipping Clerk — 1
Shoemaker Helper — 1
Shoemaker — 2
Shop Assistant — 1
Shop Owner — 3
Silversmith — 2
Singer — 1
Skipper — 1
Sky Writer — 2
Slave — 18

T

T. V. Actor — 1
T. V. Broadcaster — 1
Tailor — 9
Tavern Owner — 1
Tax Gatherer — 1
Taxi Driver — 1
Teacher — 3
Technician — 2
Telegraph Operator — 1
Terrorist — 2
Theologian — 1
Thief — 8
Thinker — 2
Tinker — 4
Tobacco Shop — 1
Toll Gateman — 1
Trader — 1
Tradesman — 1
Tragedian — 1
Train Laborer — 2
Tram Chief — 1
Tram Driver — 1
Trapper — 2
Truck Driver — 1
Tugboat Man — 1
Turnkey — 1
Tutor — 1

U

Undertaker — 2
Usurer — 1

V

Valet — 1
Veterinarian — 3
Vicar — 1

ALL RACES – MALES Continued

(Scott, Foresman; America Reads Grades 9 – 12 1973)

W

Waiter — 5
War Photographer — 1
War Lord — 3
Warrior — 20
Watch Repairman — 1
Watchman — 4
Water Carrier — 1
Whaler — 2
Wheelwright — 1
Wiseman — 2
Witch — 1
Wood Chopper — 1
Workman — 2
Wrestler — 2
Writer — 13

Y

Yogi — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman *SERIES TITLE: America Reads*

GRADES 9 – 12 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 74

A

Actress — 2
Aide (Archeologist) — 1
Artist — 1
Author — 3

B

Babysitter — 1
Barmaid — 1
Beggar — 3
Bookkeeper — 1
Bond Servant — 1

C

Chorus Girl — 1
Clerk — 3
College President — 1
Colonial Governor — 1
Conductor — 1
Cook — 4
Cook-Housekeeper — 1
Cotton Picker — 2

D

Dancing Teacher — 1
Dean — 1

E

Editor — 2

F

Factory Worker — 2
File Clerk — 1
Fruitstand Vendor — 1

G

Geisha — 1
Goddess — 1

H

Hand Maiden — 2
Housekeeper — 1

L

Landlady — 4
Lecturer — 3
Librarian — 3

M

Maid — 6
Maid Companion — 1
Matron (Factory) — 1
Mental Healer — 1
Mother — 62

N

Novelist — 1
Nun — 1
Nurse — 6
Nursery Governess — 1

O

Office Worker — 1

P

Parlour Maid — 1
Photographer — 1
Poet — 2
Princess — 3
Principal — 1
Prostitute — 3

Q

Queen — 8

R

Researcher — 1

S

Scientist — 1
Seamstress — 8
Secretary — 4
Servant — 5
Serving Wench — 1
Shepherdess — 1
Shop Girl — 1
Shop Owner — 1
Singer — 1
Sister — 1
Slave — 1
Songwriter — 1
Sorceress — 1

Squaw — 1
Spinster — 1
Stenographer — 1

T
Tamale Seller — 1
Teacher — 15
Toll Gate Tender — 1
Television Actress — 1

V
Vestal Virgin — 1

W
Waitress — 2
Witch — 8
Witch Goddess — 1
Worker — 1
Writer — 1

MINORITIES–CAREERS ASSIGNED BY [illegible]

PUBLISHER: Scott, Foresman *SERIES TITLE: America Reads*
GRADES 9 – 12 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 50

A
Author — 1

B
Bandit — 1
Barber — 1
Bellhop — 1
Black Panther Leader — 1
Bracero — 1
Businessman — 1

C
Chief — 15
Cook — 1
Cotton Picker — 2

D
Devil — 1
Doctor — 2
Drayman — 1

E
Editor — 1
Emperor — 1

F
Farmer — 1
Fieldhand — 1
Fighter — 2
Fish Shop Owner — 1

G
Garment Maker — 1

H
Handyman — 1
Holyman — 1
Hunter — 5

I
Insurrectionist — 1

J
Journalist — 1

K
King — 1
Kitchen Personnel — 4

L
Laborer — 1
Laundryman — 3

M
Medicineman — 3
Minister — 1

N
N. A. A. C. P. Leader — 1

O
Olympic Star — 1

P
Philosopher — 1
Pimp — 1
Priest — 2

R
Railroad Worker — 2
Republic Founder — 1
Revolutionist — 1

S
Savage — 2
Servant — 1
Singer — 1
Slave — 17
Soldier — 2

T
Thief — 2

W
Waiter — 1
Warlord — 3
Warrior — 20
Workman — 1
Wrestler — 2

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman *SERIES TITLE: America Reads*
GRADES 9 – 12 *YEAR PUBLISHED: 1973*

TOTAL NUMBER DIFFERENT CAREER ROLES = 14

A
Actress — 1
Author — 1

C
Cotton Picker — 1

L
Landlady — 1

M
Mother — 17

P
Prostitute — 1

Q
Queen — 1

S
Seamstress — 5
Secretary — 1
Singer — 1
Slave — 1
Squaw — 1

T
Tamale Seller — 1

W
Writer — 1

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Scott, Foresman	**The New Open Highways (Grades 1 — 8)**	**1974**

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
329	200 61%	54 16%	75 23%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
94/329 = 29%	30 9%	9 3%	1 <1%	14 4%	3 1%	0 0	4 1%	1 <1%	0 0	7 2%	6 2%	0 0	1 <1%	1 <1%	0 0	2 1%	1 <1%	0 0	0 0	0 0	0 0	14 4%	0 0	0 0	72 22%	21 6%	1 <1%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES

DIFFERENT CAREERS

Total	Male	Female
194	146 75%	48 25%

MINORITY RACES

DIFFERENT CAREERS

Total	Male	Female
51	38	13

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
26	10	14	4	5	4	1	1	1	1	1	1	0	0	7	2

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman *SERIES TITLE: The New Open Highways*

GRADES 1 – 8 *YEAR PUBLISHED: 1974*

TOTAL NUMBER DIFFERENT CAREER ROLES = 146

A

Announcer — 1
Astronaut — 6
Army General — 2
Astronomer — 2
Ambulance Attendant — 2
Astro-Space Technician — 5
Architect — 1
Army Officer — 1
Archeologist — 1
Actor — 5
Adventurer — 3

B

Blacksmith — 1
Basketball Coach — 1
Bishop — 1
Bank Clerk — 2
Businessman — 3
Balloonman — 1
Baseball Manager — 1
Builder — 1
Barber — 1
Bandit — 2

C

Cowboy — 20
Composer — 1
Car Racer — 5
Camel Driver — 1
Chief — 1
Carpenter — 6
Construction Worker — 13
Clown — 4
Camp Director — 2
Coast Guard — 1
Coal Miner — 1
Circus Owner — 1
Circus Performer — 4
Coach — 1
Cartoonist — 1

D

Detective — 6
Dancer — 3
Discoverer — 3
Doctor — 4
Dog Trainer — 3
Deep Sea Diver — 1

E

Elephant Hunter — 1
Elephant Driver — 1
Engineer — 2
Elephant Trainer — 1
Explorer — 1

F

Football Player — 3
Fisher — 14
Farmer — 12
Firefighter — 27
Flyer — 1
Forest Ranger — 1
Factory Worker — 1

G

Grocery Clerk — 2
Groom — 1
Governor — 1
General — 2
Ground Crew — 2
Gym Teacher — 1
Giant — 2
Grocer — 2
Gardener — 1

H

Hunter — 14
Horsewalker — 1
Helicopter Pilot — 4

I

Inventor — 8
Insurance Representative — 1

J

Junk Man — 1
Judge — 1
Jeweler — 1

K

King — 6

L

Librarian — 1
Lighthouse Keeper — 1
Lawyer — 1
Linguist — 1

M

Musician — 24
Messenger — 3
Mechanic — 2
Minister — 1
Miller — 1
Movers — 2
Mailman — 2
Merchant — 1
Naval Officer — 4
Naturalist — 4
News Photographer — 1
Newsboy — 1
Newspaper Manager — 1

O

Organ Grinder — 1

P

Photographer — 1
President — 17
Pet Judge — 1
Paleontologist — 2
Parachute Rigger — 1
Police Officer — 19
Poet — 1
Pirate — 1
Professor — 2
Prospector — 6
Parachutist — 3
Principal — 2
Painter — 1
Priest — 1
Park Ranger — 1

R

Reporter — 3
Referee — 1
Railroad Captain — 1
Railroad Engineer — 2
Rescuer — 1
Railroad Worker — 2
Rancher — 2
Railroad Man — 1
Railroad Fireman — 1

ALL RACES — MALES Continued

(Scott, Foresman; The New Open Highways; Grades 1 – 8; 1974)

S
Service Station Attendant — 3
Secretary of War — 1
Scientist — 6
Sheriff — 2
Smoke Jumper — 1
Skin Diver — 2
Sun God — 1
Sailor — 10
Space Pilot Cadet — 2
Space Pilot — 1
Steel Driver — 1
Station Master — 1
Surgeon — 1
Soldier — 45
Shepherd — 1
Store Owner — 1

T
Truck Driver — 5
Truck Maintenance — 2
Thief — 5
Teacher — 6
Trapper — 1
Train Conductor — 2
Trader — 1

U
Umpire — 1

V
Vendor — 3

W
Wagonmaster — 1
Writer — 5
Wizard — 1
Wrestler — 1

Z
Zoo Attendant — 8
Zoo Keeper — 4
Zoologist — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman *SERIES TITLE: The New Open Highways*
GRADES 1 – 8 *YEAR PUBLISHED: 1974*

TOTAL NUMBER DIFFERENT CAREER ROLES = 48

A
Artist — 2
Architect — 1
Astronaut — 1
Archeologist — 1

B
Babysitter — 2
Beautician — 1
Baker — 1

C
Clown — 1
Circus Performer — 1
Cowgirl — 3
Carpenter — 1

D
Detective — 1
Dancer — 1
Dog Trainer — 3

E
Explorer — 1

F
Food Clerk — 1
Fisher — 1
Factory Worker — 1

G
Groom — 2
Guide — 1

H
Horse Walker — 1
Hired Girl — 1
Horse Ranch Owner — 1
Helicopter Pilot — 1

L
Librarian — 2
Lab Technician — 1

M
Mother — 46
Mat Weaver — 1
Maid — 2
Mechanic — 1

N
Nurse — 1

P
Pilot — 1
Princess — 2

Q
Queen — 2

S
Store Clerk — 2
Station Master — 1
Sharpshooter — 1
Shepherd — 1
Slave — 1

T
Teacher — 13
Truck Driver — 1
Tour Guide — 1

V
Voice Artist — 1
Veterinarian — 2

W
Waitress — 2
Writer — 7
Weaver — 2

Y
Yarn Maker — 1

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman SERIES TITLE: The New Open Highways
GRADES 1 – 8 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 38

A
Architect — 1
Ambulance Attendant — 1

B
Builder — 1
Barber — 1

C
Construction Worker — 3
Composer — 1
Cowboy — 2
Carpenter — 2

D
Dog Trainer — 1
Doctor — 3
Dancer — 3

E
Engineer — 1

F
Firefighter — 3
Fisher — 10
Flyer — 1

G
Ground Crewman — 1
Gardener — 1
General — 1

H
Hunter — 8

K
King — 1

L
Linguist — 1

M
Musician — 3
Messenger — 3
Mechanic — 1
Merchant — 1

N
Naval Officer — 1

O
Organ Grinder — 1

P
Police Officer — 4
Pro Football Player — 2
Poet — 1
Pirate — 1

R
Railroad Worker — 1

S
Store Owner — 1
Sailor — 2
Soldier — 1
Shepherd — 1

T
Truck Driver — 2

W
Writer — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman SERIES TITLE: The New Open Highways
GRADES 1 – 8 YEAR PUBLISHED: 1974

TOTAL NUMBER DIFFERENT CAREER ROLES = 13

A
Artist — 2

B
Beautician — 1

D
Dancer — 1

G
Guide — 1

L
Lab Technician — 1

M
Mother — 7
Mechanic — 1
Maid — 1
Mat Weaver — 1

S
Slave — 1

T
Teacher — 2

W
Waitress — 1
Writer — 6

SEXISM RACISM PROFILE

PUBLISHER	SERIES TITLE	PUBLICATION DATE(S)
Scott, Foresman	Reading Unlimited (Grades 1 — 8)	1976

MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX

PROFILE 1

Total Stories	Male	Female	Other
248	141 57%	34 14%	73 29%

MINORITY MAJOR CHARACTER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 2

Minorities Total Stories	Black American			Native American			Mexican American			Puerto Rican American			Chinese American			Japanese American			Filipino American			Non-Identifiable Minority			Minorities Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
41/248 = 17%	13 5%	3 1%	5 2%	5 2%	0 0	2 <1%	2 <1%	0 0	0 0	0 0	1 <1%	0 0	2 <1%	1 <1%	1 <1%	0 0	0 0	0 0	0 0	0 0	0 0	3 1%	1 <1%	2 1%	25 10%	6 2%	10 4%

TOTAL DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 3

ALL RACES
DIFFERENT CAREERS

Total	Male	Female
269	222 83%	47 17%

MINORITY RACES
DIFFERENT CAREERS

Total	Male	Female
37	30	7

MINORITY DIFFERENT CAREER ROLE ASSIGNMENTS BY SEX/RACE

PROFILE 4

Black American		Native American		Mexican American		Puerto Rican American		Chinese American		Japanese American		Filipino American		Non-Identifiable Minorities	
M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
16	6	6	1	4	1	0	0	5	2	0	0	0	0	2	1

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ALL RACES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman SERIES TITLE: Reading Unlimited

GRADES 1 – 6 YEAR PUBLISHED: 1976

TOTAL NUMBER DIFFERENT CAREER ROLES = 222

A

Acrobat — 5
Actor — 5
Actor-Producer — 1
Advertising Manager — 1
Advisor — 2
Airline Pilot — 2
Animal Expert — 1
Animal Handler — 1
Animal Trainer — 2
Apartment Doorman — 4
Apartment Manager — 1
Army Drummer — 1
Archbishop — 1
Artist — 5
Assistant Editor — 1
Astronaut — 12
Author — 4

B

Bagpipe Teacher — 1
Baker — 2
Balloon Builder — 2
Balloon Man — 1
Bandmaster — 1
Baseball Player — 5
Basketball Player — 5
Blacksmith — 3
Border Guard — 1
Boxboard Worker — 7
Building Superintendent — 2
Bus Driver — 4
Businessman — 2
Butcher — 2

C

Cameraman — 5
Camp Director — 1
Canal Repairman — 2
Captain — 1
Caretaker — 1
Carnival Man — 1
Carnival Owner — 1
Carpenter — 3
Cavalryman — 2
Chief — 5
Circus Rider — 3
Clerk — 2
Clown — 2
Coach — 3
Colonel — 1
Composer — 2
Computer Expert — 1
Cook — 1
Cookhouse Boy — 2
Copy Boy — 1
Councilman — 1
Cowboy — 10

D

Deliveryman — 1
Dentist — 1
Depot Worker — 1
Dessert Cook — 1
Doctor — 10
Dog Catcher — 1
Drouth Buster — 1
Druggist — 1
Drummer — 1

E

Editor — 2
Electrician — 1
Elf — 1
Emperor — 1
Engineer — 1
Explorer — 12

F

Farmer — 15
Factory Foreman — 1
Factory Manager — 1
Factory Worker — 1
F. T. C. Man — 1
(Federal-Trade-Commission)
Fiddler — 1
Financier — 1
Fire Chief — 2
Fire Eater — 1
Fireman — 6
Fish Peddler — 1
Fisherman — 6
Fish Man — 1
Florist — 1
Football Manager — 2
Football Player — 5
Football Writer — 1

G

Gardener — 4
Gas Station Owner — 1
General — 5
Geologist — 1
God — 3
Grocer — 1
Guard — 4

H

Headman — 1
Herdsman — 4
Highwire Stuntman — 3
Hotdog Seller — 1
Hound Raiser — 1
Hunter — 12

I

Ice Cream Man — 1
Innkeeper — 1
Inventor — 13

J

Judge — 1

K

King — 26
Knight — 15

L

Lawyer — 1
Lion Hunter — 1
Lord — 2
Lumber Dealer — 1

M

Magician — 3
Mailboat Captain —
Mailman — 3
Manservant — 1
Major — 1
Master — 1
Mayor — 3
Medicine Man — 1
Messenger — 1
Milkman — 3
Miner — 1
Minister — 4
Missionary — 1
Muralist — 1
Monk — 1
Movie Director — 1
Musician — 2

ALL RACES – MALES Continued

(Scott, Foresman; Reading Unlimited; Grades 1 – 6; 1976)

N

Navigator — 1
Newsboy — 1
Newspaper Seller — 2
Newspaperman — 2
Night Watchman — 4

O

Office Boy — 1

P

Pageboy — 1
Painter — 2
Paperboy — 1
Park Ranger — 1
Pet Shop Owner — 2
Physical Therapy Assistant — 1
Pilot — 4
Piper-to-the-Chief — 1
Photographer — 2
Plant Man — 1
Planter — 3
Plumber — 1
Poet — 1
Police Chief — 1
Policeman — 19
Potter — 1
Publisher — 2
Prince — 3
Printer — 1
Prospector — 1
Pushcart Peddler — 1

R

Radio Announcer — 1
Radioman — 1
Ranch Hand — 1
Rancher — 2
Realtor — 1
Reporter — 7
Restaurant Owner — 1
Ringmaster — 1
Robber — 3

S

Sailor — 11
Salesman — 1
Sawyer — 3
Scholar — 1
School Director — 1
School Master — 1
Scientist — 10
Sculptor — 2
Sea Captain — 1
Seaman — 1
Senator — 1
Sergeant — 1
Servant — 7
Sheep Raiser — 1
Shepherd — 2
Sheriff — 1
Ship Captain — 2
Shoemaker — 2
Shop Keeper — 2
Silversmith — 1
Singer — 1
Soldier — 8
Social Worker — 1
Sound Engineer — 1
Sports Director — 1
Spaceman — 1
Space Captain — 1
Squire — 1
Stableman — 1
Statesman — 3
Steward — 1
Storekeeper — 1
Store Owner — 4
Stuntman — 1
Stunt Unicyclist — 4
Superintendent — 1
Swamper — 3
Swimmer — 5

T

Tailor — 1
Taxi-Driver — 1
Teacher — 2
Telephone Man — 2
Trader — 2
Tramp — 1
Trapper — 1
Truck Driver — 2
T. V. Commercial Man — 1
T. V. Reporter — 1

U

U. S. President — 17
U. S. Vice-President — 1

V

Veterinarian — 1

W

Waiter — 1
Warden — 1
Warrior — 2
Weatherman — 1
Weaver — 3
Whaler — 2
Worker — 14
Writer — 4

Z

Zoo Director — 1
Zoologist — 1

ALL RACES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott Foresman SERIES TITLE: Reading Unlimited
GRADES 1 – 6 YEAR PUBLISHED: 1976

TOTAL NUMBER DIFFERENT CAREER ROLES = 47

A
Acrobat — 3
Animal Trainer — 1
Artist — 2

B
Baker — 1
Bottle Washer — 2
Boxboard Worker — 1

C
Camp Worker — 1
Checker — 1
Cook — 1
Composer — 1
Congress Woman — 1

D
Dog Walker — 1

F
Factory Worker — 2
Fairy — 1
Fruit Seller — 1

G
Gym Teacher — 1

H
Hostess — 1
Housemaid — 2

L
Librarian — 2

M
Maid — 1
Mother — 71

N
Nurse — 1
Nut Seller — 1

P
Petshop Owner — 1
Photo Journalist — 1
Pilot — 3
Princess — 8
Principal — 1

Q
Queen — 9

R
Receptionist — 2
Registrar — 1
Researcher — 1
Reporter — 1

S
Scientist — 2
Seamstress — 1
Secretary — 1
Show Girl — 3
Singer — 3
Swimmer — 3

T
Teacher — 14
Tennis Player — 2
Ticket Taker — 1

V
Vegetable Woman —

W
Waitress — 2
Weaver — 1
Witch — 1
Worker — 3

MINORITIES–CAREERS ASSIGNED BY SEX–MALES

PUBLISHER: Scott, Foresman SERIES TITLE: Reading Unlimited
GRADES 1 – 6 YEAR PUBLISHED: 1976

TOTAL NUMBER DIFFERENT CAREER ROLES = 30

A
Army Drummer — 1
Artist — 1

B
Basketball Player — 5
Butcher — 1

C
Chief — 3
Cowboy — 3

D
Drummer — 1

E
Emperor — 1

F
Fisherman — 4
Football Player — 1

H
Hunter — 3

M
Mailman — 1
Major — 1
Mayor — 1
Medicine Man — 1
Minister — 2
Monk — 1

N
Newspaper Seller — 1

P
Photographer — 1
Potter — 1

R
Realtor — 1
Restaurant Owner — 1

S
Social Worker — 1
Store Owner — 2

T
T. V. Reporter — 1

W
Waiter — 1
Warrior — 2
Weaver — 2
Worker — 1
Writer — 1

MINORITIES–CAREERS ASSIGNED BY SEX–FEMALES

PUBLISHER: Scott, Foresman SERIES TITLE: Reading Unlimited
GRADES 1 – 6 YEAR PUBLISHED: 1976

TOTAL NUMBER DIFFERENT CAREER ROLES = 7

A
Artist — 1

C
Congress Woman — 1

F
Fruit Seller — 1

M
Mother — 19

N
Nut Seller — 1

P
Princess — 1

S
Singer — 2

Chapter 6

Minority Group Evaluation

The importance of what minority children learn about themselves through stories and illustrations in American textbooks is finally being recognized. Of equal importance is what all children learn about racial minorities in their reading, social studies, math, and health textbooks. The facts and impressions learned can have long range and profound influences on the social and political conditions in the culture.

Editor Rupert Costo has stated in *Textbooks and the American Indian* (1970):

> Everyone has the right to his opinion. A person has also the right to be wrong. But a textbook has no right to be wrong, or to lie, evade the truth, falsify history or insult or malign a whole race of people.[22]

While this chapter primarily discusses racial minority groups as identified by the 1970 U.S. Census Bureau, some consideration is given to other minority groups within the population. Using the U.S. Census as a guide, the following racial minority groups were used in this book: Black, Native American, Mexican (including Chicanos), Puerto Rican, Chinese, Japanese, and Filipino. In addition, the aged, handicapped, and certain non-traditional groups not represented in most public school texts (e.g., single parent families, interracial families, children living with foster parents or grandparents) will be discussed.

Race, Sex, and Career Factors

To trace changes in representation, three profiles are provided for each ethnic minority, one for each period of publication. 1958 to 1970, 1971 to 1973, and 1974 to 1976.

In Table 7, the total number of stories in each series is followed by the breakdown by sex of major characters and careers assigned to members of the ethnic minority group in question. At the bottom of each time period profile, the number of stories featuring members of the specific group is added by sex and a percentage representation derived.

In the 1974 to 1976 publication, for example, characters in 68 or 2 percent of 3,504 stories, while Native American females are portrayed as major characters in 27 or less than 1 per cent of the stories analyzed for this period.

A summary profile at the end of each set of time period profiles gives the reader an overview of the extent a particular minority group is represented in the 16,176 stories analyzed in this study. Native Americans, for example, are shown as major characters in 320 or 2 per cent of all the stories.

Other Critical Factors

While a numerical count of stories about a given minority group can be made from the profiles, it is difficult to measure the quality of stories objectively. Nevertheless, evaluators should study the characteristics of the minority group members portrayed and rate them on such factors as:

—Are these persons shown in a variety of careers?
—Are they shown to possess admirable qualities?
—Are they shown in contemporary as well as historical roles?
—Is there evidence that their cultural heritage is valued by society?
—Is enough objective and factual material provided to enable students to arrive at informed opinions?

[22] Kirkness, op. cit., p. 596.

Table 7

SERIES PROFILE: Native American **TIME PERIOD:** 1974-1976

	Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Native American Representation: Major Characters Shown: Male	Female	Other	Different Careers: Male	Female
38.	Economy	Keys to Reading	1975	1-6	394	6	4	4	19	2
39.	Ginn	Voices in Literature	1974	7-9	99	1	0	0	3	0
40.	Ginn	Ginn 720	1976	1-6	313	9	8	0	4	5
41.	Harcourt Brace	Bookmark	1974	1-6	398	4	1	0	8	2
42.	Heath	Reading Perspectives	1975	1-6	189	4	1	0	4	1
43.	Houghton Mifflin	Houghton Mifflin Rdrs.	1974	1-8	297	6	0	0	11	4
44.	Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	8	4	2	12	5
45.	Lippincott	Basic Reading	1975	1-6	130	1	1	0	2	0
46.	Macmillan	Series r	1975	1-6	361	6	3	0	3	1
47.	Merrill	Merrill Ling. Program	1975	1-6	428	4	2	0	6	1
48.	Scott, Foresman	New Open Highways	1974	1-8	329	14	3	0	14	4
49.	Scott, Foresman	Rdng. Unlimited	1976	1-6	248	5	0	2	6	1
				Total Stories All Races	3504	68	27	8		
				% of Representation Native American		2%	‹ 1%	‹ 1%		

SUMMARY PROFILE: Native American

	Major Characters: Male	Female	Other	
Total Stories in 49 Series = 16,176	8598	2120	5458	All Races
Total Stories in 49 Series = 320 (Native American as major character)	214	68	38	Native American
	1%	‹ 1%	‹ 1%	**% of Representation**

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

Clustering

In addition to the quantity and quality of stories about ethnic minorities, another critical factor is their placement throughout a given series. Fictional characters are children's windows to the future, serving as models for values, life styles, and career selections. Ideally, children should read at least one story about their people each school year, as well as see them in various careers.

In Table 8, Distribution of Ethnic Minority Major Characters is shown for each race and sex by grade level. The Scott, Foresman 1976 *Reading Unlimited Series* for grades 1 through 6 has been used as an example to illustrate the clustering effect for racial groups.

Table 8 shows that only one ethnic minority group is represented at each grade level in this series. Black children may read at least one story a year and as many as six stories during the fourth grade about Black major characters. However, 13 of these stories feature males while only three feature females.

Native Americans see themselves in only seven stories, three of them in the third grade level. The remaining stories are encountered in the second, fifth, and sixth grade, but none of the seven stories in the series shows Native American girls or women as major characters. Mexican American children will read only two stories about their race during six years of elementary school: once each in the third and fourth grade (both stories show males as major characters). Mexican girls reading this series are never given any role models.

Table 8

DISTRIBUTION OF ETHNIC MINORITY MAJOR CHARACTERS

SERIES TITLE: *Reading Unlimited* **PUBLISHER:** Scott, Foresman **DATE PUBLISHED:** 1976 **GRADE LEVELS:** 1 – 6

ETHNIC MINORITY MAJOR CHARACTERS BY SEX/RACE

Ethnic Stories Total Stories	Black			Native American			Mexican			Puerto Rican			Chinese			Japanese			Filipino			Non-identifiable			Ethnic Stories Series Profile		
	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O	M	F	O
Grade Level 1	1	1																				1			2	1	0
2	1		1			2							1	1								1	1		3	2	3
3	4	1		3			1								1									1	8	1	2
4	4		2				1																		5	0	2
5	2		2	1							1		1									1		1	5	1	3
6	1	1		1																					2	1	0
	13	3	5	5	0	2	2	0	0	0	1	0	2	1	1	0	0	0	0	0	0	3	1	2	25	6	10
																									10%	2%	4%

Table 9

DISTRIBUTION OF MINORITY CAREERS BY SEX/RACE

SERIES TITLE: *Reading Unlimited* **PUBLISHER:** Scott, Foresman (Reading Level 1 — 6) **PUBLICATION DATE:** 1976

Series Total Different Careers		Black	Native American	Mexican	Puerto Rican	Chinese	Japanese	Filipino	Non-Ident. Ethnic Min.
Total Male Female		M F	M F	M F	M F	M F	M F	M F	M F
		16 6	6 1	4 1	0 0	5 2	0 0	0 0	2 1
Grade Level	Different Careers	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/Freq.	Career/ Freq.	Career/Freq.	Career/Freq.
FIRST	MEN	Butcher I							
	WOMEN	Mother I							
SECOND	MEN		Drummer I			Newspaper Seller I Waiter I Restaurant Owner I			Artist I
	WOMEN	Mother I	Mother I			Mother I			Mother I
THIRD	MEN	Major I Fisherman II Minister II	Weaver II Chief III Hunter II	Potter I Mayor I Cowboy III Store Owner I		Emperor I Monk I			
	WOMEN	Mother III Singer I	Mother II	Mother I		Princess I			Mother I
FOURTH	MEN	Warrior II Medicine Man I Social Worker I Army Drummer I	Warrior I						
	WOMEN	Mother III Fruit Seller I	Mother I	Mother I					
FIFTH	MEN	Basketball Plyr.5 Photographer I Store Owner I Writer I Mailman I	Worker I						Fisherman II
	WOMEN	Mother I Congressman I Nutseller I	Mother I			Mother I			Mother I
SIXTH	MEN	T.V.Reporter I Football Player I Realtor I							
	WOMEN	Artist I							

Puerto Rican children in schools that use this Scott, Foresman series will read one story in the fifth grade about their people. The story's major character is female, so Puerto Rican boys have no models with which to identify. Chinese children will see themselves represented four times: at the second. third. and fifth grade levels, while Japanese and Filipino people are totally excluded in this series.

In Table 9, the Scott, Foresman series is analyzed to determine the careers assigned to each minority group for each grade level and for men and women. Note that in the third grade Scott, Foresman *Reading Unlimited* series, Black males are shown as a military major, minister, and fisherman. Black females are shown as mother and singer. Native Americans are shown as warrior for males and mother for females during the fourth grade level. Mexican males are shown in careers of potter, mayor, cowboy, and storeowner during the third grade, while females are shown as mother. The Mexican males appear in careers only at the third grade level. Mexican women appear as mother twice in the series, at the third and fourth grade levels. Consequently, these minority children will perceive a very limited number of models for career selections. The Puerto Rican, Japanese, and Filipino group will find no career models in this series.

Grade level clustering of stories and careers, coupled with the omission of entire minority groups, impose serious limitations for all children assigned to read these stories. Although only one current series was chosen as an example, an examination of the profiles of other series shows similar omissions.

Other Minorities

While this chapter has discussed the analysis and interpretation of the role of the racial minorities in textbooks, representation of other minority groups should be examined and discussed. During the process of analyzing textbooks for racism, sexism, and career roles, it was evident that other substantial populations receive meager treatment or are omitted entirely.

Non-Nuclear Families

One of the larger population groups omitted is the single parent family. This group has been estimated to be about 15 per cent of the population. There are few, if any, stories about children living with foster parents, grandparents, or guardians. This factor, non-nuclear families, should be added to analysis criteria in the future.

Women in the Work Force

Women over 16 are working outside the home in increasing numbers and are grossly underrepresented in relation to their proportion of the work force. More than 35 million women are in the work force compared to 52 million males. [23] This underrepresentation of females is closely allied to the lack of representation of single parent families since most single parents are women working outside the home. The omission of non-nuclear families and families in which women work implies to the readers that their families are somehow less desirable than the traditional two-generation families depicted by *Dick and Jane* type books. Another group that is omitted is single people, male and female.

Interracial Families

Interracial families is another group that is conspicuously absent from textbooks. Readers from interracial families might draw many negative inferences from this omission, as will readers from a single race family.

Exceptional Children

Another group which is ignored, but constitutes 10 to 15 per cent of the population, is exceptional children — usually defined as gifted or handicapped. Victor Fuchs, speaking at the 55th annual convention of the Council for Exceptional Children says, "99 out of 100 children's textbook and non-print materials on the market today don't even mention that persons with exceptionalities exist." [24]

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[23] Council of Economic Advisors, *Report to the President* (Washington, D. C.: U. S. Government Printing Office, 1977), p. 220.

The council issued a statement that textbooks should also include characters who are deaf, blind, or mentally retarded. While not specifically stated, the intent was that these children or adults be treated with dignity and compassion – certainly not as in the 1975, 6th grade ***Lavender Skywriters*** text by Economy. Passages from the story, "A Single Light," by Maria Wojciechowska, about a deaf girl in a Spanish-speaking family include:

p. 80	"It does not talk and it does not hear," the old man said to his son, "but it is your child."
p. 80	"It is my sin," the father said.
p. 81	"When it is five it can tend the goats," the old man said.
p. 85	But he never spoke to her as her grandfather had a habit of doing and she hardly ever saw her father's eyes because he never looked at her directly. [25]

This story may teach normal children that handicapped children are not to be treated as valuable humans and it may teach the handicapped that they are "less" than normal children.

Older Citizens

Persons over 65, over 10 per cent of the population, also are underrepresented and stereotyped into unappealing roles. Edward F. Ansello, associate director of the Center of Aging of the University of Maryland, in an article, "How Older People Are Stereotyped" (in children's literature), found that in recent publications only 3.64 per cent of the 549 children's books focus on an older person as a principal character.[26] The study also showed sexist agism when 55 per cent of the major characters were male compared to 42 per cent female characters. The 1970 census reported 3 women for every 2 men in that age group. In addition, he found racist agism through substantial underrepresentation of racial minorities. The most belittling aspects he recorded were physical and personality descriptions and behaviors. His study must be seriously considered when authorities predict that up to 33 per cent of the population will be 65 or older by the year 2000. [27] Dr. Ansello concludes, "Thus we would do ourselves and our children a service by encouraging the view that old age is a stage of growth as varied in its landscape as the other stages of living." [28] To which might be added, where the old are shabbily treated, seeds are sown for aversion to the aging process today, and for self-hatred tomorrow.

White Collar – Blue Collar

Although occupational groups are not generally conceded to be minority groups, it would be instructive to examine the image and proportionate representation of various occupational levels or groups within the work force. Contemporary changes in the labor force by occupational levels are not reflected in reading texts. A study comparing the occupations depicted with a socio-economic scale should be of great use to publishers and authors of children's books in fairly representing career choices. [29]

White collar professional and managerial levels are overrepresented and certain other groups are underrepresented or disadvantageously represented. The response to the anticipated comment that career education books are supposed to deal with this area, should be that career education is taught in every class -- subliminally or overtly.

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[24] "Disabled Ignored," The Oregonian (April 14, 1977), pg. A-12.

[25] Maria Wojciechowska, "A Single Light," Lavender Skywriters Keys to Reading. (Oklahoma, City, Economy, 1975), pp. 80-85.

[26] Edward F. Ansello, "How Older People Are Stereotyped," Interracial Books for Children Bulletin, F (November, 1976), pp. 4-6.

[27] "Ageism in Children's Books," Interracial Books for Children Bulletin, F (November, 1976), p. 11.

[28] Ansello, op. cit., p. 5.

[29] George Ritzer, *Working – Conflict and Change* (Englewood Cliffs, N. J., Prentice Hall, 1972), pp. 14-15.

Bias by Omission

Of the 10 categories of racial bias published by the Manitoba Indian Brotherhood,[30] we have documented three types. 1) bias by omission in that minorities are underrepresented as major characters and in career roles, 2) bias by lack of validity in that information about current careers of minorities is not accurate; and 3) bias by lack of concreteness in that careers assigned to minorities are not factual or realistic.

In addition, evidence from collective studies clearly shows that bias exists in textbooks with regard to age, handicap, gifted, non-professional or non-managerial careers, non-nuclear families, and single persons.

Certainly, much more work by dedicated groups is needed if we are to effect a change in public school textbooks so they will reflect the value of all citizens and cultures in a pluralistic society.

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[30] Kirkness, op. cit., pp. 597-598.

MINORITY PROFILES

SERIES PROFILE: Ethnic Minorities **TIME PERIOD:** 1958-1970

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Ethnic Minority Representation: Major Characters Shown			Ethnic Minority Representation: Different Careers	
					Male	Female	Other	Male	Female
1. Allyn & Bacon	Sheldon Basic	1968	1-8	416	81	15	28	35	9
2. Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3. Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	2	1
4. Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5. Benefic	Tom Logan	1966-71	1-3	54	0	0	0	1	1
6. Economy	Phonetic Keys to Rdng.	1967	1-6	284	7	5	0	4	1
7. Field	Cornerstone Readers	1970	1-5	135	2	2	0	3	2
8. Ginn	Reading 360	1969	1-6	271	46	8	4	23	3
9. Globe	Living City Adventures	1970	7-12	69	46	3	0	20	5
10. Holt	Holt Impact I, II, III	1968-73	7-9	176	46	7	1	39	9
11. Holt	Sounds of Language	1966	1-6	112	17	0	9	15	1
12. Houghton Mifflin	Action Series	1970-71	7-9	95	22	3	0	37	7
13. ita Publications	Early to Read	1964-66	1-3	66	8	0	2	1	1
14. Macmillan	Bank Street Readers	1966	1-3	201	35	13	11	27	4
15. Macmillan	The Macmillan Rdng. Prog.	1965	1-6	407	9	5	2	20	3
16. Open Court	Open Court Basic Rdng.	1967	1-6	482	25	4	15	20	5
17 Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	16	2	2	13	3
18. Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	10	4	2	22	3
19. Scott, Foresman	Curriculum Foundation	1965	1-6	382	33	20	9	21	2
			Total Stories All Races	4330	403	91	85		
			% of Representation Ethnic Minorities		9%	2%	2%		

SERIES PROFILE: Ethnic Minorities **TIME PERIOD:** 1971-1973

					Ethnic Minority Representation				
					Major Characters Shown			Different Careers	
Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Male	Female	Other	Male	Female
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	48	11	5	28	7
21. Benziger	Linguistic Readers	1971-74	1-3	116	6	3	2	3	4
22. Economy	Keys to Reading	1972-74	1-8	447	44	27	4	24	4
23. Ginn	Reading 360	1973	1-8	357	51	15	1	53	13
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	13	6	2	14	3
25. Harper Row	Design for Reading	1972	1-8	470	63	11	2	31	4
26. Heath	Reading	1973	1-3	63	10	3	1	1	7
27. Holt	Holt Data Bank	1972	1-6	563	31	5	13	55	12
28. Holt	Basic Reading	1973	1-6	262	24	10	0	23	7
29. Houghton Mifflin	Directions	1972	7-9	90	38	15	5	34	11
30. Jones	Specific Rdng. Skills	1973	1-6	435	20	12	15	35	12
31. Lyons & Carnahan	Young America	1972	1-8	400	47	13	9	23	8
32. McGraw-Hill	Programmed Rdng.	1973	1-3	3735	307	54	334	27	7
33. New Dimensions	Alpha One	1972-73	K-1	37	1	0	0	1	0
34. Random House	Structural Rdng. Program	1972	K-3	269	13	4	7	15	3
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	5	6	0	8	1
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	33	7	1	28	6
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	18	5	2	50	14
			Total Stories All Races	8342	772	207	403		
			% of Representation Ethnic Minorities		9%	2%	5%		

SERIES PROFILE: Ethnic Minorities **TIME PERIOD:** 1974-1976

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Ethnic Minority Representation: Major Characters Shown			Different Careers	
					Male	Female	Other	Male	Female
38. Economy	Keys to Reading	1975	1-6	394	31	19	17	57	9
39. Ginn	Voices in Literature	1974	7-9	99	18	0	1	27	5
40. Ginn	Ginn 720	1976	1-6	313	36	22	9	34	14
41. Harcourt Brace	Bookmark	1974	1-6	398	49	10	4	52	5
42. Heath	Reading Perspectives	1975	1-6	189	29	11	0	18	6
43. Houghton Mifflin	Houghton Mifflin Readers	1974	1-8	297	46	9	5	50	7
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	38	22	10	69	19
45. Lippincott	Basic Reading	1975	1-6	130	12	3	2	7	1
46. Macmillan	Series r	1975	1-6	361	25	13	5	12	9
47. Merrill	Merrill Ling. Program	1975	1-6	428	27	6	1	22	10
48. Scott, Foresman	New Open Highways	1974	1-8	329	72	21	1	38	13
49. Scott, Foresman	Rdng. Unlimited	1976	1-6	248	25	6	10	30	7
			Total Stories All Races	3504	408	142	65		
			% of Representation Ethnic Minorities		12%	4%	2%		

SUMMARY PROFILE: Ethnic Minorities

	Major Characters: Male	Female	Other	
Total Stories in 49 Series = 16,176	8598	2120	5458	All Races
Total Stories in 49 Series = 2,576 (Ethnic Minorities as major characters)	1583	440	553	Ethnic Minorities
16%	10%	3%	3%	% of Representation

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

SERIES PROFILE: Black American **TIME PERIOD:** 1958-1970

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Black American Representation				
					Major Characters Shown			Different Careers	
					Male	Female	Other	Male	Female
1. Allyn & Bacon	Sheldon Basic	1968	1-8	416	26	5	17	13	6
2. Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3. Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	0	0
4. Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5. Benefic	Tom Logan	1966-71	1-3	54	0	0	0	0	0
6. Economy	Phonetic Keys to Rdng.	1967	1-6	284	0	0	0	1	0
7. Field	Cornerstone Readers	1970	1-5	135	1	0	0	1	0
8. Ginn	Reading 360	1969	1-6	271	29	6	4	16	3
9. Globe	Living City Adventures	1970	7-12	69	28	2	0	11	3
10. Holt	Holt Impact I, II, III	1968-73	7-9	176	25	4	0	25	6
11. Holt	Sounds of Language	1966	1-6	112	5	0	1	5	1
12. Houghton Mifflin	Action Series	1970-71	7-9	95	11	2	0	10	6
13. ita Publications	Early to Read	1964-66	1-3	66	4	0	2	1	4
14. Macmillan	Bank Street Readers	1966	1-3	201	28	8	8	23	4
15. Macmillan	The Macmillan Rdng. Prog.	1965	1-6	407	2	1	1	10	2
16. Open Court	Open Court Basic Rdng.	1967	1-6	482	7	1	2	7	3
17. Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	4	0	0	10	2
18. Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	6	2	1	13	3
19. Scott, Foresman	Curriculum Foundation	1965	1-6	382	16	14	9	7	2
			Total Stories All Races	4330	192	45	45		
			% of Representation Black American		4%	1%	1%		

SERIES PROFILE: Black American **TIME PERIOD:** 1971-1973

					Black American Representation				
					Major Characters Shown			Different Careers	
Publisher	**Series Title**	Publ. Date	Grade Level	Total Stories in each Series	Male	Female	Other	Male	Female
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	19	6	2	12	6
21. Benziger	Linguistic Readers	1971	1-3	116	1	3	2	3	4
22. Economy	Keys to Reading	1971-74	1-8	447	22	17	2	15	3
23. Ginn	Reading 360	1973	1-8	357	27	9	0	27	4
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	10	5	2	11	3
25. Harper Row	Design for Reading	1972	1-8	470	35	2	1	19	1
26. Heath	Reading	1973	1-3	63	7	3	1	0	7
27. Holt	Holt Data Bank	1972	1-6	563	13	2	8	28	5
28. Holt	Basic Reading	1973	1-6	262	14	5	0	14	6
29. Houghton Mifflin	Directions	1972	7-9	90	26	10	1	26	10
30. Jones	Specific Reading Skills	1973	1-6	435	8	4	1	20	4
31. Lyons & Carnahan (Rand McNally)	Young America	1972	1-8	400	27	7	8	15	7
32. McGraw-Hill	Programmed Reading	1973	1-3	3735	193	0	144	18	4
33. New Dimensions	Alpha One	1972-73	K-1	37	1	0	0	1	0
34. Random House	Structural Rdng. Program	1972	K-3	269	6	1	0	8	2
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	2	6	0	7	1
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	23	4	1	15	3
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	10	4	1	18	8
			Total Stories All Races	8342	444	88	174		
			% of Representation Black American		5%	1%	2%		

SERIES PROFILE: Black American **TIME PERIOD:** 1974-1976

					Black American Representation				
					Major Characters Shown			Different Careers	
Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Male	Female	Other	Male	Female
38. Economy	Keys to Reading	1975	1-6	394	15	10	11	28	7
39. Ginn	Voices in Literature	1974	7-9	99	14	0	1	21	5
40. Ginn	Ginn 720	1976	1-6	313	20	7	6	20	8
41. Harcourt Brace	Bookmark	1974	1-6	398	30	7	2	27	4
42. Heath	Reading Perspectives	1975	1-6	189	14	5	0	5	4
43. Houghton Mifflin	Houghton Mifflin Rdrs.	1974	1-8	297	20	6	4	25	4
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	14	9	4	27	12
45. Lippincott	Basic Reading	1975	1-6	130	9	2	2	4	1
46. Macmillan	Series r	1975	1-6	361	11	6	4	5	7
47. Merrill	Merrill Ling. Program	1975	1-6	428	11	3	1	10	8
48. Scott, Foresman	New Open Highways	1974	1-8	329	30	9	1	26	10
49. Scott, Foresman	Rdng. Unlimited	1976	1-6	248	13	3	5	16	6
			Total Stories All Races	3504	201	67	41		
			% of Representation Black American		6%	2%	1%		

SUMMARY PROFILE: Black American

		Major Characters Male	Major Characters Female	Major Characters Other	
Total Stories in 49 Series =	16,176	8598	2120	5458	All Races
Total Stories in 49 Series = (Black American as major character)	1,297	837	200	260	Black American
	8%	5%	1%	2%	**% of Representation**

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

SERIES PROFILE: Native American **TIME PERIOD:** 1958-1970

						Native American Representation				
					Total Stories in each Series	Major Characters Shown			Different Careers	
	Publisher	Series Title	Publ. Date	Grade Level		Male	Female	Other	Male	Female
1.	Allyn & Bacon	Sheldon Basic	1968	1-8	416	21	2	1	6	0
2.	Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3.	Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	2	1
4.	Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5.	Benefic	Tom Logan	1966-71	1-3	54	0	0	0	1	1
6.	Economy	Phonetic Keys to Rdng.	1967	1-6	284	7	4	0	2	1
7.	Field	Cornerstone Readers	1970	1-5	135	0	1	0	0	0
8	Ginn	Reading 360	1969	1-6	271	6	1	0	3	1
9.	Globe	Living City Adventures	1970	7-12	69	6	0	0	5	2
10.	Holt	Holt Impact I, II, III	1968-73	7-9	176	4	2	1	5	4
11.	Holt	Sounds of Language	1966	1-6	112	4	0	2	1	0
12.	Houghton Mifflin	Action Series	1970-71	7-9	95	2	1	0	7	1
13.	ita Publications	Early to Read	1964-66	1-3	66	0	0	0	0	0
14.	Macmillan	Bank Street Readers	1966	1-3	201	1	0	0	4	0
15.	Macmillan	The Macmillan Rdng. Prog.	1965	1-6	407	3	2	0	6	2
16.	Open Court	Open Court Basic Rdng.	1967	1-6	482	9	3	10	3	2
17.	Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	3	0	0	2	0
18.	Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	1	0	0	2	1
19.	Scott, Foresman	Curriculum Foundation	1965	1-6	382	3	0	0	3	0
				Total Stories All Races	4330	70	16	14		
				% of Representation Native American		2%	1	1%		

SERIES PROFILE: Native American **TIME PERIOD:** 1971-1973

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Native American Representation: Major Characters Shown: Male	Female	Other	Different Careers: Male	Female
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	11	1	2	6	1
21. Benziger	Linguistic Readers	1971	1-3	116	3	0	0	0	0
22. Economy	Keys to Reading	1972-74	1-8	447	8	3	1	5	1
23. Ginn	Reading 360	1973	1-8	357	8	4	1	7	5
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	1	0	0	3	0
25. Harper Row	Design for Reading	1972	1-8	470	3	3	0	2	3
26. Heath	Reading	1973	1-3	63	1	0	0	1	0
27. Holt	Holt Data Bank	1972	1-6	563	16	2	5	26	8
28. Holt	Basic Reading	1973	1-6	262	4	2	0	1	2
29. Houghton Mifflin	Directions	1972	7-9	90	4	2	1	4	1
30. Jones	Specific Rdng. Skills	1973	1-6	435	4	3	2	5	2
31. Lyons & Carnahan	Young America	1972	1-8	400	3	4	0	6	1
32. McGraw-Hill	Programmed Reading	1973	1-3	3735	0	0	0	0	0
33. New Dimensions	Alpha One	1972-73	K-1	37	0	0	0	0	0
34. Random House	Structural Rdng. Program	1972	K-3	269	1	1	4	6	3
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	3	0	0	1	0
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	2	0	0	3	1
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	4	0	0	13	3
			Total Stories All Races	8342	76	25	16		
			% of Representation Native American		< 1%	< 1%	< 1%		

SERIES PROFILE: Native American **TIME PERIOD:** 1974-1976

				Total Stories in each Series	Native American Representation				
					Major Characters Shown			Different Careers	
Publisher	Series Title	Publ. Date	Grade Level		Male	Female	Other	Male	Female
38. Economy	Keys to Reading	1975	1-6	394	6	4	4	19	2
39. Ginn	Voices in Literature	1974	7-9	99	1	0	0	3	0
40. Ginn	Ginn 720	1976	1-6	313	9	8	0	4	5
41. Harcourt Brace	Bookmark	1974	1-6	398	4	1	0	8	2
42. Heath	Reading Perspectives	1975	1-6	189	4	1	0	4	1
43. Houghton Mifflin	Houghton Mifflin Rdrs.	1974	1-8	297	6	0	0	11	4
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	8	4	2	12	5
45. Lippincott	Basic Reading	1975	1-6	130	1	1	0	2	0
46. Macmillan	Series r	1975	1-6	361	6	3	0	3	1
47. Merrill	Merrill Ling. Program	1975	1-6	428	4	2	0	6	1
48. Scott, Foresman	New Open Highways	1974	1-8	329	14	3	0	14	4
49. Scott, Foresman	Rdng. Unlimited	1976	1-6	248	5	0	2	6	1
			Total Stories All Races	3504	68	27	8		
			% of Representation Native American		2%	< 1%	< 1%		

SUMMARY PROFILE: Native American

	Major Characters			
	Male	Female	Other	
Total Stories in 49 Series = 16,176	8598	2120	5458	All Races
Total Stories in 49 Series = 320 (Native American as major character)	214	68	38	Native American
	1%	< 1%	< 1%	% of Representation

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

SERIES PROFILE: Mexican American (including Chicanos) **TIME PERIOD:** 1958-1970

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Mexican American Representation: Major Characters Shown Male	Female	Other	Different Careers Male	Female
1. Allyn & Bacon	Sheldon Basic	1968	1-8	416	6	1	2	5	1
2. Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3. Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	0	0
4. Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5. Benefic	Tom Logan	1966-71	1-3	54	0	0	0	0	0
6. Economy	Phonetic Keys to Rdng.	1967	1-6	284	0	0	0	1	0
7. Field	Cornerstone Readers	1970	1-5	135	0	0	0	0	0
8. Ginn	Reading 360	1969	1-6	271	4	0	0	2	1
9. Globe	Living City Adventures	1970	7-12	69	7	1	0	3	2
10. Holt	Holt Impact I, II, III	1968-73	7-9	176	7	0	0	5	0
11. Holt	Sounds of Language	1966	1-6	112	2	0	0	2	1
12. Houghton Mifflin	Action Series	1970-71	7-9	95	4	0	0	11	1
13. ita Publications	Early to Read	1964-66	1-3	66	2	0	0	0	1
14. Macmillan	Bank Street Readers	1966	1-3	201	5	4	0	1	0
15. Macmillan	The Macmillan Rdng. Prog.	1965	1-6	407	0	0	0	0	0
16. Open Court	Open Court Basic Rdng.	1967	1-6	482	3	0	0	5	1
17. Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	2	0	2	2	0
18. Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	0	1	0	3	1
19. Scott, Foresman	Curriculum Foundation	1965	1-6	382	4	2	0	4	0
			Total Stories All Races	4330	46	9	4		
			% of Representation Mexican American		1%	< 1%	< 1%		

SERIES PROFILE: Mexican American (including Chicanos) **TIME PERIOD:** 1971-1973

					Mexican American Representation				
					Major Characters Shown			Different Careers	
Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Male	Female	Other	Male	Female
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	7	0	0	6	1
21. Benziger	Linguistic Readers	1971	1-3	116	0	0	0	0	0
22. Economy	Keys to Reading	1971-74	1-8	447	3	0	0	1	0
23. Ginn	Reading 360	1973	1-8	357	5	1	0	7	4
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	1	0	0	0	0
25. Harper Row	Design for Reading	1972	1-8	470	10	2	1	2	1
26. Heath	Reading	1973	1-3	63	2	0	0	0	1
27. Holt	Holt Data Bank	1972	1-6	563	0	0	0	6	1
28. Holt	Basic Reading	1973	1-6	262	1	2	0	1	1
29. Houghton Mifflin	Directions	1972	7-9	90	6	2	0	4	1
30. Jones	Specific Rdng. Skills	1973	1-6	435	5	2	3	6	3
31. Lyons & Carnahan	Young America	1972	1-8	400	5	0	0	0	0
32. McGraw-Hill	Programmed Reading	1973	1-3	3735	51	2	45	5	0
33. New Dimensions	Alpha One	1972-73	K-1	37	0	0	0	0	0
34. Random House	Structural Rdng. Program	1972	K-3	269	0	0	0	0	0
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	0	0	0	0	0
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	2	3	0	2	2
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	3	0	0	7	3
			Total Stories All Races	8342	101	14	49		
			% of Representation Mexican American		1%	<1%	<1%		

SERIES PROFILE: Mexican American (including Chicanos) **TIME PERIOD:** 1974-1976

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Mexican American Representation: Major Characters Shown			Different Careers	
					Male	Female	Other	Male	Female
38. Economy	Keys to Reading	1975	1-6	394	4	3	1	6	1
39. Ginn	Voices in Literature	1974	7-9	99	0	0	0	0	0
40. Ginn	Ginn 720	1976	1-6	313	1	2	2	2	1
41. Harcourt Brace	Bookmark	1974	1-6	398	3	1	0	5	1
42. Heath	Reading Perspectives	1975	1-6	189	3	1	0	1	2
43. Houghton Mifflin	Houghton Mifflin Rdrs.	1974	1-8	297	5	0	0	5	1
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	4	4	1	7	2
45. Lippincott	Basic Reading	1975	1-6	130	1	0	0	1	1
46. Macmillan	Series r	1975	1-6	361	2	2	0	2	1
47. Merrill	Merrill Ling. Program	1975	1-6	428	4	0	0	0	3
48. Scott, Foresman	New Open Highways	1974	1-8	329	4	1	0	5	4
49. Scott, Foresman	Reading Unlimited	1976	1-6	248	2	0	0	4	1
			Total Stories All Races	3504	33	14	4		
			% of Representation Mexican American		< 1%	< 1%	< 1%		

SUMMARY PROFILE: Mexican American

		Major Characters Male	Major Characters Female	Major Characters Other	
Total Stories in 49 Series =	16,176	8598	2120	5458	All Races
Total Stories in 49 Series = (Mexican American as major character	274	180	37	57	Mexican American
	2%	1%	< 1%	< 1%	% of Representation

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

SERIES PROFILE: Puerto Rican American **TIME PERIOD:** 1958-1970

					Puerto Rican American Representation				
					Major Characters Shown			Different Careers	
Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Male	Female	Other	Male	Female
1. Allyn & Bacon	Sheldon Basic	1968	1-8	416	0	0	0	0	0
2. Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3. Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	0	0
4. Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5. Benefic	Tom Logan	1966-71	1-3	54	0	0	0	0	0
6. Economy	Phonetic Keys to Rdng.	1967	1-6	284	0	0	0	0	0
7. Field	Cornerstone Readers	1970	1-5	135	0	0	0	0	0
8. Ginn	Reading 360	1969	1-6	271	1	0	0	0	0
9. Globe	Living City Adventures	1970	7-12	69	4	0	0	1	1
10; Holt	Holt Impact I, II, III	1968-73	7-9	176	2	1	0	4	1
11. Holt	Sounds of Language	1966	1-6	112	0	0	0	0	0
12. Houghton Mifflin	Action Series	1970-71	7-9	95	1	0	0	0	1
13. ita Publications	Early to Read	1964-66	1-3	66	0	0	0	0	0
14. Macmillan	Bank Street Readers	1966	1-3	201	0	0	2	0	1
15. Macmillan	The Macmillan Rdng. Prog.	1965	1-6	407	0	0	0	3	1
16. Open Court	Open Court Basic Rdng.	1967	1-6	482	0	0	0	0	0
17. Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	0	0	0	0	0
18. Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	0	0	0	0	0
19. Scott, Foresman	Curriculum Foundation	1965	1-6	382	0	1	0	0	0
			Total Stories All Races	4330	8	2	2		
			% of Representation Puerto Rican American		<.1%	<.1%	<.1%		

SERIES PROFILE: Puerto Rican American **TIME PERIOD:** 1971-1973

					Puerto Rican American Representation				
					Major Characters Shown			Different Careers	
Publisher	**Series Title**	**Publ. Date**	**Grade Level**	**Total Stories in each Series**	**Male**	**Female**	**Other**	**Male**	**Female**
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	1	0	0	0	0
21. Benziger	Linguistic Readers	1971	1-3	116	0	0	0	0	0
22. Economy	Keys to Reading	1971-74	1-8	447	0	0	0	0	0
23. Ginn	Reading 360	1973	1-8	357	0	0	0	1	0
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	0	0	0	0	0
25. Harper Row	Design for Reading	1972	1-8	470	1	1	0	2	0
26. Heath	Reading	1973	1-3	63	0	0	0	0	0
27. Holt	Holt Data Bank	1972	1-6	563	0	1	0	5	1
28. Holt	Basic Reading	1973	1-6	262	1	0	0	0	0
29. Houghton Mifflin	Directions	1972	7-9	90	0	0	1	0	0
30. Jones	Specific Rdng. Skills	1973	1-6	435	1	1	1	2	1
31. Lyons & Carnahan	Young America	1972	1-8	400	1	0	0	0	1
32. McGraw-Hill	Programmed Reading	1973	1-3	3735	0	0	0	0	0
33. New Dimensions	Alpha One	1972-73	K-1	37	0	0	0	0	0
34. Random House	Structural Rdng. Program	1972	K-3	269	2	0	0	0	1
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	0	0	0	0	0
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	0	0	0	1	0
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	0	0	0	0	1
			Total Stories All Races	8342	7	3	2		
			% of Representation Puerto Rican American		<.1%	<.1%	<.1%		

SERIES PROFILE: Puerto Rican American **TIME PERIOD:** 1974-1976

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Puerto Rican American Representation: Major Characters Shown: Male	Female	Other	Different Careers: Male	Female
38. Economy	Keys to Reading	1975	1-6	394	2	0	0	1	1
39. Ginn	Voices in Literature	1974	7-9	99	1	0	0	0	0
40. Ginn	Ginn 720	1976	1-6	313	2	2	0	0	3
41. Harcourt Brace	Bookmark	1974	1-6	398	1	0	0	1	1
42. Heath	Reading Perspectives	1975	1-6	189	1	0	0	0	1
43. Houghton Mifflin	Houghton Mifflin Rdrs.	1974	1-8	297	2	0	0	0	1
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	1	0	0	2	1
45. Lippincott	Basic Reading	1975	1-6	130	0	0	0	0	0
46. Macmillan	Series r	1975	1-6	361	1	1	0	1	0
47. Merrill	Merrill Ling. Program	1975	1-6	428	3	0	0	1	1
48. Scott, Foresman	New Open Highways	1974	1-8	329	7	6	0	1	1
49. Scott, Foresman	Rdng. Unlimited	1976	1-6	248	0	1	0	0	0

		Male	Female	Other
Total Stories All Races	3504	21	10	0
% of Representation Puerto Rican American		.6%	.3%	.0%

SUMMARY PROFILE: Puerto Rican American

	Major Characters: Male	Female	Other	
Total Stories in 49 Series = 16,176	8598	2120	5458	All Races
Total Stories in 49 Series = 55 (Puerto Rican American as major character)	36	15	4	Puerto Rican American
.3%	.2%	<.1%	<.1%	**% of Representation**

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

SERIES PROFILE: Chinese American **TIME PERIOD:** 1958-1970

	Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Chinese American Representation				
						Major Characters Shown			Different Careers	
						Male	Female	Other	Male	Female
1.	Allyn & Bacon	Sheldon Basic	1968	1-8	416	1	6	3	2	0
2.	Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3.	Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	0	0
4.	Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5.	Benefic	Tom Logan	1966-71	1-3	54	0	0	0	0	0
6.	Economy	Phonetic Keys to Rdng.	1967	1-6	284	0	0	0	0	0
7.	Field	Cornerstone Readers	1970	1-5	135	1	1	0	2	2
8.	Ginn	Reading 360	1969	1-6	271	0	0	0	1	0
9.	Globe	Living City Adventures	1970	7-12	69	0	0	0	1	0
10.	Holt	Holt Impact I, II, III	1968-73	7-9	176	3	0	0	3	0
11.	Holt	Sounds of Language	1966	1-6	112	0	0	0	0	0
12.	Houghton Mifflin	Action Series	1970-71	7-9	95	0	0	0	0	0
13.	ita Publications	Early to Read	1964-66	1-3	66	2	0	0	0	1
14.	Macmillan	Bank Street Readers	1966	1-3	201	0	1	0	1	0
15.	Macmillan	The Macmillan Rdng. Program	1965	1-6	407	2	1	0	0	0
16.	Open Court	Open Court Basic Rdng.	1967	1-6	482	3		3	7	2
17.	Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	1	1	0	0	0
18.	Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	1	1	0	3	0
19.	Scott, Foresman	Curriculum Foundation	1965	1-6	382	3	0	0	2	1
				Total Stories All Races	4330	17	11	6		
				% of Representation Chinese American		<1%	<1%	<1%		

SERIES PROFILE: Chinese American **TIME PERIOD:** 1971-1973

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Chinese American Representation				
					Major Characters Shown			Different Careers	
					Male	Female	Other	Male	Female
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	1	1	0	1	0
21. Benziger	Linguistic Readers	1971	1-3	116	1	0	0	0	0
22. Economy	Keys to Reading	1971-74	1-8	447	1	2	0	1	0
23. Ginn	Reading 360	1973	1-8	357	2	1	0	7	1
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	0	1	0	0	0
25. Harper Row	Design for Reading	1972	1-8	470	6	2	0	6	2
26. Heath	Reading	1973	1-3	63	0	0	0	0	0
27. Holt	Holt Data Bank	1972	1-6	563	0	0	0	6	0
28. Holt	Basic Reading	1973	1-6	262	1	1	0	0	1
29. Houghton Mifflin	Directions	1972	7-9	90	0	0	0	0	0
30. Jones	Specific Rdng. Skills	1973	1-6	435	0	0	2	2	1
31. Lyons & Carnahan	Young America	1972	1-8	400	4	2	1	2	1
32. McGraw-Hill	Programmed Reading	1973	1-3	3735	27	4	5	4	5
33. New Dimensions	Alpha One	1972-73	K-1	37	0	0	0	0	0
34. Random House	Structural Rdng. Program	1972	K-3	269	0	0	0	0	0
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	0	0	0	0	0
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	2	0	0	3	1
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	0	1	0	9	3
			Total Stories All Races	8342	45	15	8		
			% of Representation Chinese American		<1%	<1%	<1%		

SERIES PROFILE: Chinese American **TIME PERIOD:** 1974-1976

					Chinese American Representation				
				Total Stories	Major Characters Shown			Different Careers	
Publisher	Series Title	Publ. Date	Grade Level	in each Series	Male	Female	Other	Male	Female
38. Economy	Keys to Reading	1975	1-6	394	3	1	1	12	3
39. Ginn	Voices in Literature	1974	7-9	99	0	0	0	0	0
40. Ginn	Ginn 720	1976	1-6	313	0	2	0	4	1
41. Harcourt Brace	Bookmark	1974	1-6	398	2	0	0	6	2
42. Heath	Reading Perspectives	1975	1-6	189	2	0	0	2	0
43. Houghton Mifflin	Houghton Mifflin Rdrs.	1974	1-8	297	3	0	0	3	2
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	4	1	3	21	4
45. Lippincott	Basic Reading	1975	1-6	130	1	0	0	0	0
46. Macmillan	Series r	1975	1-6	361	1	0	0	0	0
47. Merrill	Merrill Ling. Program	1975	1-6	428	0	0	0	0	0
48. Scott, Foresman	New Open Highways	1974	1-8	329	1	1	0	1	1
49. Scott, Foresman	Rdng. Unlimited	1976	1-6	248	2	1	1	5	2
			Total Stories All Races	3504	19	6	5		
			% of Representation Chinese American		<1%	<1%	< 1%		

SUMMARY PROFILE: Chinese American

	Major Characters			
	Male	Female	Other	
Total Stories in 49 Series = 16,176	8598	2120	5458	All Races
Total Stories in 49 Series = 132 (Chinese American as major character)	81	32	19	Chinese American
	<1%	< 1%	<1%	% of Representation

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

SERIES PROFILE: Japanese American **TIME PERIOD:** 1958-1970

					Japanese American Representation				
				Total Stories in each Series	**Major Characters Shown**			**Different Careers**	
Publisher	**Series Title**	**Publ. Date**	**Grade Level**		**Male**	**Female**	**Other**	**Male**	**Female**
1. Allyn & Bacon	Sheldon Basic	1968	1-8	416	3	1	2	3	0
2. Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3. Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	0	0
4. Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5. Benefic	Tom Logan	1966-71	1-3	54	0	0	0	0	0
6. Economy	Phonetic Keys to Rdng.	1967	1-6	284	0	1	0	0	1
7. Field	Cornerstone Readers	1970	1-5	135	0	0	0	0	0
8. Ginn	Reading 360	1969	1-6	271	1	1	0	2	1
9. Globe	Living City Adventures	1970	7-12	69	0	0	0	0	0
10. Holt	Holt Impact I, II, III	1968-73	7-9	176	1	0	0	1	0
11. Holt	Sounds of Language	1966	1-6	112	0	0	1	0	0
12. Houghton Mifflin	Action Series	1970-71	7-9	95	0	0	0	1	0
13. ita Publications	Early to Read	1964-66	1-3	66	0	0	0	0	0
14. Macmillan	Bank Street Readers	1966	1-3	201	0	0	0	0	0
15. Macmillan	The Macmillan Rdng. Prog.	1965	1-6	407	0	0	0	0	0
16. Open Court	Open Court Basic Rdng.	1967	1-6	482	2	0	0	0	0
17. Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	3	1	0	1	0
18. Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	0	0	0	0	0
19. Scott, Foresman	Curriculum Foundation	1965	1-6	382	3	1	0	2	0
			Total Stories All Races	4330	13	5	3		
			% of Representation Japanese American		< 1%	< 1%	< 1%		

SERIES PROFILE: Japanese American **TIME PERIOD:** 1971-1973

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Japanese American Representation				
					Major Characters Shown			Different Caree	
					Male	Female	Other	Male	Female
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	1	3	0	2	1
21. Benziger	Linguistic Readers	1971	1-3	116	0	0	0	0	0
22. Economy	Keys to Reading	1971-74	1-8	447	1	1	0	1	0
23. Ginn	Reading 360	1973	1-8	357	3	0	0	3	1
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	0	0	0	0	0
25. Harper Row	Design for Reading	1972	1-8	470	6	1	0	1	1
26. Heath	Reading	1973	1-3	63	0	0	0	0	1
27. Holt	Holt Data Bank	1972	1-6	563	2	0	0	0	1
28. Holt	Basic Reading	1973	1-6	262	1	0	0	2	1
29. Houghton Mifflin	Directions	1972	7-9	90	1	1	1	2	1
30. Jones	Specific Rdng. Skills	1973	1-6	435	1	0	2	2	2
31. Lyons & Carnahan (Rand McNally)	Young America	1972	1-8	400	2	0	0	2	1
32. McGraw-Hill	Programmed Reading	1973	1-3	3735	0	48	138	0	0
33. New Dimensions	Alpha One	1972-73	K-1	37	0	0	0	0	0
34. Random House	Structural Reading Program	1972	K-3	269	2	1	0	0	1
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	0	0	0	0	0
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	1	0	0	0	0
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	0	0	0	4	0
			Total Stories All Races	8342	21	55	141		
			% of Representation Japanese American		<1%	<1%	2%		

SERIES PROFILE: Japanese American **TIME PERIOD:** 1974-1976

				Total Stories in each Series	Japanese American Representation				
					Major Characters Shown			Different Careers	
Publisher	Series Title	Publ. Date	Grade Level		Male	Female	Other	Male	Female
38. Economy	Keys to Reading	1975	1-6	394	0	1	0	0	2
39. Ginn	Voices in Literature	1974	7-9	99	0	0	0	0	0
40. Ginn	Ginn 720	1976	1-6	313	1	0	0	2	1
41. Harcourt Brace	Bookmark	1974	1-6	398	1	1	0	2	1
42. Heath	Reading Perspectives	1975	1-6	189	2	1	0	4	1
43. Houghton Mifflin	Houghton Mifflin Rdrs.	1974	1-8	297	3	1	1	3	1
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	5	0	0	6	2
45. Lippincott	Basic Reading	1975	1-6	130	0	0	0	0	0
46. Macmillan	Series r	1975	1-6	361	3	0	1	2	1
47. Merrill	Merrill Ling. Program	1975	1-6	428	2	1	0	5	1
48. Scott, Foresman	New Open Highways	1974	1-8	329	2	1	0	1	1
49. Scott, Foresman	Rdng. Unlimited	1976	1-6	248	0	0	0	0	0
			Total Stories All Races	3504	19	6	2		
			% of Representation Japanese American		<1%	<1%	<1%		

SUMMARY PROFILE: Japanese American

	Major Characters			
	Male	Female	Other	
Total Stories in 49 Series = 16,176	8598	2120	5458	All Races
Total Stories in 49 Series = 265 (Japanese American as major character)	53	66	146	Japanese American
	<1%	<1%	1%	**% of Representation**

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

SERIES PROFILE: Filipino American **TIME PERIOD:** 1958-1970

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Filipino American Representation				
					Major Characters Shown			Different Careers	
					Male	Female	Other	Male	Female
1. Allyn & Bacon	Sheldon Basic	1968	1-8	416	0	0	0	0	0
2. Beckley Cardy	Cowboy Sam	1958-64	PP-1	49	0	0	0	0	0
3. Beckley Cardy	Dan Frontier	1961	1-3	53	0	0	0	0	0
4. Beckley Cardy	Sailor Jack	1960	PP-1	51	0	0	0	0	0
5. Benefic	Tom Logan	1966-71	1-3	54	0	0	0	0	0
6. Economy	Phonetic Keys to Rdng.	1967	1-6	284	0	0	0	0	0
7. Field	Cornerstone Readers	1970	1-5	135	0	0	0	0	0
8. Ginn	Reading 360	1969	1-6	271	2	0	0	1	0
9. Globe	Living City Adventures	1970	7-12	69	0	0	0	0	0
10. Holt	Holt Impact I, II, III	1968-73	7-9	176	0	0	0	0	0
11. Holt	Sounds of Language	1966	1-6	112	0	0	0	0	0
12. Houghton Mifflin	Action Series	1970-71	7-9	95	1	0	0	5	1
13. ita Publications	Early to Read	1964-66	1-3	66	0	0	0	0	0
14. Macmillan	Bank Street Readers	1966	1-3	201	0	0	0	0	0
15. Macmillan	The Macmillan Rdng. Prog.	1965	1-6	407	0	0	0	0	0
16. Open Court	Open Court Basic Rdng.	1967	1-6	482	0	0	0	0	0
17. Reader's Digest	Rdrs. Digest Skill Bldrs.	1959-68	1-10	693	0	0	0	0	0
18. Science Res. Assoc.	The SRA Basic Rdng. Series	1965-68	1-6	334	1	0	0	0	0
19. Scott, Foresman	Curriculum Foundation	1965	1-6	382	0	0	0	0	0
			Total Stories All Races	4330	4	0	0		
			% of Representation Filipino American		<.5%	0%	0%		

SERIES PROFILE: Filipino American **TIME PERIOD:** 1971-1973

Filipino American Representation

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Major Characters Shown			Different Careers	
					Male	Female	Other	Male	Female
20. Allyn & Bacon	Sheldon Pacing	1973	1-6	328	0	0	0	0	0
21. Benziger	Linguistic Readers	1971	1-3	116	0	0	0	0	0
22. Economy	Keys to Reading	1971-74	1-8	447	0	0	0	0	0
23. Ginn	Reading 360	1973	1-8	357	0	0	0	0	0
24. Harcourt Brace	Palo Alto Reading	1973	1-3	205	0	0	0	0	0
25. Harper Row	Design for Reading	1972	1-8	470	0	0	0	0	0
26. Heath	Reading	1973	1-3	63	0	0	0	0	0
27. Holt	Holt Data Bank	1972	1-6	563	0	0	0	0	0
28. Holt	Basic Reading	1973	1-6	262	0	0	0	0	0
29. Houghton Mifflin	Directions	1972	7-9	90	0	0	0	0	0
30. Jones	Specific Rdng. Skills	1973	1-6	435	0	0	1	0	0
31. Lyons & Carnahan	Young America	1972	1-8	400	1	0	0	0	0
32. McGraw-Hill	Programmed Reading	1973	1-3	3735	0	0	0	0	0
33. New Dimensions	Alpha One	1972-73	K-1	37	0	0	0	0	0
34. Random House	Structural Reading Program	1972	K-3	269	0	0	0	0	0
35. Science Res. Assoc.	SRA Distar Supp. Readers	1973	3	166	0	0	0	0	0
36. Scott, Foresman	Reading Systems (Less Level 5)	1971-72	1-6	193	0	0	0	0	0
37. Scott, Foresman	America Reads Lit. Program	1973	9-12	206	0	0	0	0	0
			Total Stories All Races	8342	1	0	1		
			% of Representation Filipino American		<.5%	0%	<.5%		

SERIES PROFILE: Filipino American **TIME PERIOD:** 1974-1976

Publisher	Series Title	Publ. Date	Grade Level	Total Stories in each Series	Filipino American Representation: Major Characters Shown Male	Female	Other	Different Careers Male	Female
38. Economy	Keys to Reading	1975	1-6	394	0	0	0	0	0
39. Ginn	Voices in Literature	1974	7-9	99	0	0	0	0	0
40. Ginn	Ginn 720	1976	1-6	313	0	0	0	0	0
41. Harcourt Brace	Bookmark	1974	1-6	398	0	0	0	0	0
42. Heath	Reading Perspectives	1975	1-6	189	0	0	0	0	0
43. Houghton Mifflin	Houghton Mifflin Readers	1974	1-8	297	0	0	0	0	0
44. Houghton Mifflin	Houghton Mifflin Rdng. Series	1976	1-6	318	0	0	0	0	0
45. Lippincott	Basic Reading	1975	1-6	130	0	0	0	0	0
46. Macmillan	Series r	1975	1-6	361	0	0	0	0	0
47. Merrill	Merrill Ling. Program	1975	1-6	428	0	0	0	0	0
48. Scott, Foresman	New Open Highways	1974	1-8	329	0	0	0	0	0
49. Scott, Foresman	Reading Unlimited	1976	1-6	248	0	0	0	0	0
			Total Stories All Races	3504	0	0	0		
			% of Representation Filipino American		0%	0%	0%		

SUMMARY PROFILE: Filipino American

	Major Characters Male	Female	Other	
Total Stories in 49 Series = 16,176	8598	2120	5458	All Races
Total Stories in 49 Series = 6 (Filipino American as major character)	5	0	1	Filipino American
	<.5%	0%	<.5%	% of Representation

Ethnic Minorities: Black American, Native American, Mexican American, Puerto Rican American, Chinese American, Japanese American, Filipino American, Non-identifiable Minority.

Chapter 7

In the Final Analysis

Since the summer of 1972 we have been analyzing texts, presenting findings, changing state laws and textbook adoption procedures, instructing others in how to analyze, and corresponding with those who have followed similar routes. The net changes in textbooks, following the efforts of many groups combined over almost ten years, can be summarized thusly: except for an increase in the number of Black male and female major characters, little significant improvement has occurred through 1976.

The key to the static content of textbooks lies in publishers' commitment to making only those revisions that yield predictable profits. Why take a chance with an entirely new series just to please vocal minority and women's groups?

As William Hooks stated, "Changes will come, but over a period of years" [31]--but what changes, and how many years? Publishers should not be allowed to perpetuate and even accelerate bias in textbooks bought with tax dollars.

We are often asked to recommend the best of the textbooks available. There are none we can recommend, so far. While a 1976 reading series may show some improvement in major character assignments for Blacks, the same series will show virtually no correction in sex or career bias, or improved representation of minorities other than Blacks.

Moreover, calculating the number of major characters is only a partial answer to sexism and racism in textbooks. The quality of the roles described is of crucial importance. A series in which half the major characters are female is nevertheless extremely sexist if the characters are shown as dullards, smart alecks, pests, shrews, or shown in other demeaning roles.

The story of a girl who helps raffle her partial dental plate, or the story of an older woman who must seek all her directions from Parnel Pig are typical examples of heroines in today's books. Seldom are girls and women shown as competent, warm, admirable achievers. According to textbook stories, their primary interests are clothes and gossip. Similarly, various racial groups are most frequently depicted as less than admirable and in historic settings, leading readers to view them as backward and incompetent.

In a few series, changes are being made toward improving sex, race, and career ratios, but no series can be given an "A" or even a passing grade for fairly representing women and men. Nor does any series merit an "A" for fairly representing all races. Our own evaluation is based on the criteria listed on the next page.

Perhaps the standard of grading is too high. In this day of grade inflation, perhaps "A" should designate an average, not an excellent product. Grading on effort, Houghton Mifflin might receive a low passing grade based on some improvement in its careers for minorities, using fewer sexist pronouns, and including a few stories about the handicapped. However, Houghton Mifflin still assigns a disproportionate number of major characters and careers to males.

Clearly, at least to us as independent researchers, the Elementary-High School publishing industry has failed its responsibility to all the public.

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[31] Barth, op. cit., p. 7.

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Evaluation Criteria

NAME: U. S. Textbook Publishers

1. Proportionate representation of sexes ________
2. Proportionate representation of all racial groups ________
3. Fairness in quality of stories - males and females ________
4. Fairness in quality of stories - all racial groups ________
5. Females as fully competent persons ________
6. Males allowed the full range of emotions ________
7. Full range of careers for males and females ________
8. Full range of careers for minorities ________
9. Various contributions of females to society valued ________
10. Various contributions of racial groups valued ________
11. Distribution of stories about a racial group in a series ________
12. Rapidity of change toward sex fair and race fair texts ________
13. Attitudes toward changes to sex and race fair texts ________
14. Stories with two or more races working, playing as equals. ________
15. Stories with boys/girls and men/women working, playing, sharing, as equals. ________
16. Sales and stock price increase of textbook companies ________

Key: A = Excellent B = Good C = Average
D = Below Average F = Failure

If publishers will not accept their responsibility to provide material that is fair to all Americans, then federal intervention must be sought. The job is too massive for individual states to attack piecemeal. The publishing industry is a nationwide giant, powerful enough to persuade Congress to exempt it from Civil Rights laws by seeking refuge in the First Amendment. Rather than abridge all rights under the First Amendment, energies should be directed toward asking Congress and the President to create a Textbook Standards Commission.

A function of this commission would be to require publishers to submit verifiable facts and figures regarding fair and positive treatment of all citizens in texts and to label products truthfully. Then, if the adoption briefs which publishers file with textbook selection groups are inaccurate or incomplete, legal proceedings could be instituted.

For concerned groups, the immediate strategy should be a boycott of all the series analyzed here and in forthcoming revisions which do not include fair representation of women and the nation's culturally diverse groups. We must not allow the personal biases of writers, editors, or publishers to perpetuate racism and sexism, either overtly or subliminally. A federal commission can require the accurate assessment of bias in nationally distributed texts and provide the basis for legal recourse for omissions, falsifications, or misrepresentations.

As Verna Kirkness, a researcher for the Canadian House of Commons and former education director of the National Indian Brotherhood, writes:

> It appears that to get action in regard to prejudice in textbooks, it will be necessary to act collectively on a national or even international basis. There are enough data documented both in Canada and the United States to demand action on the part of government Departments of Education and the publishing industry.[32]

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[32] Kirkness, op. cit., p. 600.

Chapter 8

Turning Apathy into Action

Because parents and teachers looking for unbiased books have little choice among texts on the market, we suggest the following emergency responses which are only meant to be starters for community action. Local and national groups such as those included in Appendix C can provide other ideas for action and a variety of materials.

Rx for Parents: 10 Responses

1. Compensate at home for the conditioning children receive at school from textbooks and the school culture. Encourage girls to make choices and be assertive, expect them to make career choices in addition to marriage. Encourage boys to be assertive rather than aggressive, to have the same range of emotions as girls. Discourage competition between the sexes; encourage cooperation and respect for each other. Look for children's books and stories that are sex and race fair.

2. Arrange to have your children know nontraditional families: single parent families, extended families, families in which both parents have careers, families in which persons of both sexes have nontraditional jobs, interracial families, individuals and families of other races, elderly and handicapped persons.

3. Form or join a textbook analysis group. Examine the texts your children are studying, using quantitative methods such as those described in this guide. Compare your findings with other sources.

4. Present your findings to various community organizations. Seek their support in demanding fairer books.

5. Encourage community organizations to express their objections to the bias in textbooks (and in the public school system). PTA, business and professional organizations, ethnic, educational, and social service organizations are interested in fairer textbooks.

6. With organizational backing, present comments and findings to school boards, to textbook selection committees, to legislators, to the State Department of Education, and similar groups.

7. Use your organization to generate political and economic pressures to force change in textbook selection criteria. Urge withholding of purchase or boycott of new editions which show no substantial changes over previous editions.

8. If boycott or postponement of purchase is impossible, use your organizations to evaluate the proposed books or present the analysis from this Consumers' Guide to the school board. Get the fairest texts available--when some become available.

9. Become a candidate for the school board. Examine the practices and materials in your schools for bias. When administrators are interviewed, question them about awareness and commitment to sex and race fair texts and education.

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10. Use the media for coverage of these courses of actions from human interest activities to political pressures.

Rx for Teachers: 10 Responses

1. Learn to identify and quantify bias in texts.

2. Teach your students to identify bias.

3. Use compensatory techniques to overcome textbook bias. Students should learn to participate in planning compensatory activities. Many groups listed in Appendix C have excellent materials describing compensatory activities and techniques.

4. Volunteer for appointment to the textbook selection committee.

5. Present information to the textbook selection committee. Insist the committee use quantifiable procedures such as those described in this book when evaluating proposed texts for sex, race, career bias.

6. Make other teachers and administrators and professional organizations aware of the bias in texts.

7. Seek support from parents, other interested groups, and local and state professional organizations in your attempts to obtain unbiased books.

8. Support groups attempting to postpone or boycott purchases of new editions which show no substantial improvement.

9. Collectively or individually request assistance from your professional organizations and your State Departments of Education in obtaining sex and culture fair texts and in providing compensatory materials, workshops, and assistance to textbook committees.

10. When a fair textbook or series appears which meets established quantifiable criteria, urge its adoption and purchase. Publicize the reasons, locally, statewide, and through national organizations.

While these suggestions are directed toward teachers and parents, they can be effective for others concerned with overcoming sexism and racism. Parents of grown children, grandparents, non-parents, and youth workers can use these or similar techniques.

The major strategy is to focus the responsibility for sexist, racist books where it belongs: on non-responsive publishers. Resist distractions such as attempts to divide groups, disqualify research results, or discredit the motives of concerned groups. Focus unremitting pressure on publishers--and keep the focus on those who can change the texts.

Appendix A

Textbook Series Analyzed

1.	Allyn and Bacon	Sheldon Basic Reading Series	Grades 1 — 8	1968
2.	Allyn and Bacon	Sheldon Reading Series, Pacing Edition	Grades 1 — 6	1973
3.	Beckley-Cardy	Cowboy Sam	Grades PP — 1	1958 — 64
4.	Beckley-Cardy	Sailor Jack	Grades PP — 1	1960
5.	Beckley-Cardy	Dan Frontier	Grades 1 — 3	1961
6.	Benefic	Tom Logan Series	Grades 1 — 3	1966 — 71
7.	Benziger, Inc.	The Linguistic Readers	Grades 1 — 3	1971
8.	Economy Company	Phonetic Keys to Reading	Grades 1 — 6	1967
9.	Economy Company	Keys to Reading	Grades 1 — 8	1971 — 74
10.	Economy Company	Keys to Reading	Grades 1 — 6	1975
11.	Field Educational Publications	The Cornerstone Readers	Grades 1 — 5	1970
12.	Ginn and Company	Reading 360	Grades 1 — 6	1969
13.	Ginn and Company	Reading 360	Grades 1 — 8	1973
14.	Ginn and Company	Voices in Literature, Language, and Composition	Grades 7 — 9	1974
15.	Ginn and Company (Xerox)	Reading 720	Grades 1 — 6	1976
16.	Globe Book Company	Living City Adventures	Grades 7 — 12	1970
17.	Harcourt Brace Jovanovich, Inc.	Palo Alto Reading Program	Grades 1 — 3	1973
18.	Harcourt Brace Jovanovich, Inc.	The Bookmark Reading Program	Grades 1 — 6	1974
19.	Harper Row	Design for Reading	Grades 1 — 8	1972
20.	D. C. Heath	Reading	Grades 1 — 3	1973
21.	D. C. Heath	Reading Perspectives	Grades 1 — 6	1975
22.	Holt, Rinehart, Winston, Inc.	Sounds of Language	Grades 1 — 6	1966
23.	Holt, Rinehart, Winston, Inc.	Holt Impact Series Level I, II, III	Grades 7 — 9	1968, 1970, 1971, 1973
24.	Holt, Rinehart, Winston, Inc.	Holt Databank	Grades 1 — 6	1972

25.	Holt, Rinehart, Winston, Inc.	The Holt Basic Reading System	Grades 1 – 6	1973
26.	Houghton Mifflin	Action Series	Grades 7 – 9	1970 – 71
27.	Houghton Mifflin	Directions	Grades 7 – 9	1972
28.	Houghton Mifflin	Houghton Mifflin Reading Series	Grades 1 – 8	1974
29.	Houghton Mifflin	The Houghton Mifflin Reading Series	Grades 1 – 6	1976
30.	ita Publications	Early-to-Read	Grades 1 – 3	1964 – 66
31.	Jones, Kenilworth, Bracken	Specific Reading Skills	Grades 1 – 6	1973
32.	J. B. Lippincott	Basic Reading	Grades 1 – 6	1975
33.	Lyons and Carnahan	Young America Basic Reading Program	Grades 1 – 8	1972
34.	Macmillan	The Macmillan Reading Program	Grades 1 – 6	1965
35.	Macmillan	The Bankstreet Readers	Grades 1 – 3	1966
36.	Macmillan	Series r	Grades 1 – 6	1975
37.	McGraw-Hill	Programmed Reading	Grades 1 – 3	1973
38.	Charles E. Merrill Publishing Co. A Bell & Howell Company	The Merrill Linguistic Reading Program	Grades 1 – 6	1975
39.	New Dimensions	Alpha One	Grades K – 1	1972 – 73
40.	Open Court Publishing Company	Open Court Basic Readers	Grades 1 – 6	1967
41.	Random House	Structural Reading Program	Grades K – 3	1972
42.	Reader's Digest	Reader's Digest Skill Builders	Grades 1 – 10	1959, 1966, 1968
43.	Science Research Associates	The SRA Basic Reading Series	Grades 1 – 6	1965 – 68
44.	Science Research Associates	SRA Distar Supplementary Readers	Grade 3	1973
45.	Scott, Foresman	The New Basic Readers, Curriculum Foundation Series	Grades 1 – 6	1965
46.	Scott, Foresman	Reading Systems	Grades 1 – 6	1971 – 72
47.	Scott, Foresman	America Reads Literature Program	Grades 9 – 12	1973
48.	Scott, Foresman	The New Open Highways	Grades 1 – 8	1974
49.	Scott, Foresman	Reading Unlimited	Grades 1 – 6	1976

NAMES AND ADDRESSES OF COMPANIES WHOSE TEXTBOOK SERIES WERE ANALYZED:

ALLYN AND BACON
470 Atlantic Avenue
Boston, Massachusetts 02210

BECKLEY — CARDY COMPANY
1900 N. Narragansett Ave.
Chicago, Illinois 60639

BENEFIC PRESS
10300 W. Roosevelt Road
Westchester, Illinois 60153

BENZIGER BRUCE AND GLENCOE, INC.
8701 Wilshire Blvd.
Beverly Hills, California 90211

BOWMAR PUBLISHING CORPORATION
622 Rodier Dr.
Glendale, California 91201

THE ECONOMY COMPANY
P. O. Box 25308
1901 North Walnut
Oklahoma City, Oklahoma 73125

FEARON PUBLISHERS, INC.
6 Davis Dr.
Belmont, California 94002

FIELD EDUCATIONAL PUBLICATIONS, INC
2400 Hanover Street
Palo Alto, California 94304

FOLLETT PUBLISHING COMPANY
1010 West Washington Blvd.
Chicago, Illinois 60607

GINN AND COMPANY
Xerox Education Publications
245 Long Hill Road
Middletown, Connecticut 06457

HARCOURT BRACE JOVANOVICH, INC.
757 Third Avenue
New York, New York 10017

HARPER AND ROW PUBLISHERS
Library Department
10 E. 53 St.
New York, New York 10022

D. C. HEATH AND COMPANY
125 Spring Street
Lexington, Massachusetts 02173

HOLT, RINEHART AND WINSTON
CBS Inc.
383 Madison Avenue
New York, New York 10017

HOUGHTON MIFFLIN COMPANY
6626 Oakbrook Blvd.
Dallas, Texas 75235

-OR-

110 Tremont Street
Boston, Massachusetts 02107

INITIAL TEACHING ALPHABET FOUNDATION
52 Vanderbilt Ave.
New York, New York 10017

J. B. LIPPINCOTT COMPANY
Educational Publishing Division
East Washington Square
Philadelphia, Pennsylvania 19105

LYONS AND CARNAHAN
Educational Publishers
407 East 25th Street
Chicago, Illinois 60616

THE MACMILLAN COMPANY
866 Third Avenue
New York, New York 10022

McGRAW — HILL
1221 Avenue of the Americas
New York, New York 10020

CHARLES E. MERRILL COMPANY
1300 Alum Creek Drive
Columbus, Ohio 43216

NATIONAL COUNCIL OF TEACHERS
OF ENGLISH
1111 Kenyon Rd.
Urbana, Illinois 61801

NATIONAL EDUCATION ASSOCIATION
1201 16th St., N. W.
Washington, D. C. 20036

NEW DIMENSIONS PUBLISHING CO.
151 West 25th Street
New York, New York 10001

OPEN COURT PUBLISHING COMPANY
Box 599
La Salle, Illinois 61301

PARENTS' MAGAZINE PRESS
8712 Twana Dr.
Garden Grove, California 92641

RAND McNALLY AND COMPANY
Box 7600
Chicago, Illinois 60680

RANDOM HOUSE
School Division
201 E. 50th Street
New York, New York 10022

READER'S DIGEST SERVICES, INC.
Educational Division
Pleasantville, New York 10570

SCIENCE RESEARCH ASSOCIATES, INC.
259 East Erie Street
Chicago, Illinois 60611

SCOTT, FORESMAN AND COMPANY
1900 East Lake Avenue
Glenview, Illinois 60025

Appendix B

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Appendix C

Organizations

All of Us, Inc.
Route 2, Box 128
Monmouth, OR 97361

All of Us, Inc., publishes non-sexist, non-racist, non-classist literature for children which depicts children in a number of lifestyles usually omitted in children's books such as one-parent homes, one-sex parents, extended families, and adopted children. They write, print, advertise and distribute their works.

American Federation of Teachers,.
Women's Rights Committee
1012 14th St.
Washington, DC 20005

Changing Sexist Practice in Classroom ($1). Free materials list.

American Personnel and Guidance Association
1607 New Hampshire Ave. NW
Washington, DC 20009 (202) 483-4633

Handbook for Workshops on Sex Equality in Education, and Resources for Counselors, Teachers, and Administrators. 2nd Ed. Other materials.

Association of American Colleges
Project on the Status and Education of Women
1818 R St. NW
Washington, DC

Minority Women in Higher Education, No. 2 and 3. Spanish-speaking and Black women (free).

Black Scholar
Box 980
Sausalito, CA 94965

Articles about Black women in education.

Gwyneth Britton & Associates, Inc.
1054 NW Fillmore
Corvallis, OR 97330 (503) 753-7629

Independent analysis of Instructional Materials: Racism, Sexism, Careers. Danger: State Adopted Texts May Be Hazardous to Our Future. Slide tape or filmstrip. Also computerized readability analysis.

Change for Children
2588 Mission St. Room 226
San Francisco, CA 94110 (415) 282-3142

Education and action project working to eliminate sex-role and racial stereotyping in schools. Annotated bibliography of non-sexist, non-racist children's books identifying common problem situations and describing new classroom activities ($1).

Comision Femenil Mexicana National, Inc.
2115 9 Street
Berkeley, CA 94710

CFM attempts to provide effective communication and educational programs, especially in the field of leadership development, to Chicanos.

Committee to Study Sex Discrimination in the Kalamazoo Public Schools (CSSD)
Kalamazoo Public Schools
Office of the Superintendent
1220 Howard Street
Kalamazoo, MI 49008

Reports on Elementary School Textbooks, Personnel, Physical Education/Athletics, Student-Oriented Concerns, and Selected Studies ($1).

Council on Interracial Books for Children
1840 Broadway, Room 300
New York, NY 10023

Digest: Feminist View of 100 Books ($2.50) and other materials.

Education Task Force of the
National Organization for Women
National Office of NOW
5 South Wabash, Suite 1615
Chicago, IL 60603 (202) 966-6997

Concerned with the elimination of sex discrimination in preschool through higher education (free publication list).

Emma Willard Task Force on Education
University Station
P.O. Box 14229
Minneapolis, MN 55414

Publishers of *Sexism in Education* containing information and tools which can be utilized effectively in the classroom plus an extensive bibliography ($4). A good model for other groups.

Feminist Resources for Equal Education
P.O. Box 185 Saxonville Station
Framingham, MA 01701

Sets of photographs of non-stereotypic occupations in schools.

The Feminist Press
State University of New York
College at Old Westbury
Box 334
Old Westbury, NY 11568 (516) 876-3086

Non-sexist children's books, feminist fiction and non-fiction and packets of curriculum aids for both elementary and high school, a resource booklet, *Feminist Resources for Schools and Colleges. Non-sexist Curricular Materials for Elementary Schools.* Catalog.

Gray Panthers
3700 Chestnut Street
Philadelphia, PA 19104 (215) 382-6644)

Gray Panthers is a coalition of old people working with young people to eliminate ageism and all forms of age discrimination. It works for the liberation of old and young people from societal mores that demean people. Brochure.

Know, Inc.
P.O. Box 86031
Pittsburgh, PA 15221

You Won't Do - What Textbooks on U. S. Government Teach High School Girls. Sexism in Award-Winning Picture Books and *Let Them Aspire* - an action proposal ($1).

Lollipop Power, Inc.
P.O. Box 1171
Chapel Hill, NC 27514

Nine paperback books available. Children's books, workshops. Free list of publications.

National Black Feminist Organization
285 Madison Avenue
New York, NY 10017 (212) 889-5881

Deals with specific needs of the Black woman. Informational packet.

National Indian Education Association
3036 University Ave. S.E. Suite 3
Minneapolis, MN 55414

Conducts workshops and publishes a bulletin.

National Institute of Education
U.S. Department of HEW, NIE
Washington, DC 20208

Guidelines for Assessment of Sex Bias and Sex Fairness in Career Interest Inventories and other materials.

National Organization for Women (NOW)
5 South Wabash, Suite 1615
Chicago, IL 60603 (312) 332-1954

Task forces on the Arts, Child Care, Education, Woman and Health, Media Reform, Minority Women, Nurses NOW, Older Women, Women and Poverty, Women and Sports.

National Women's Political Caucus
1411 K Street, NW
Washington, DC 20005 (202) 347-4456

Various projects, information available.

Resource Center on Sex Roles in Education
National Foundation for the
Improvement of Education
1156 15th Street, NW
Washington, DC 20005 (202) 833-5426

National clearinghouse of materials and technical assistance dealing with sex-role stereotyping in elementary and secondary education (free newsletter).

San Francisco: Change for Children
2588 Mission St., Room 226
San Francisco, CA 94110

We Can Change It! ($1) and other materials.

Women's Action Alliance
370 Lexington Avenue
New York, NY 10017 (212) 685-0800

Comprehensive approach to non-sexist early childhood education including a curriculum, classroom materials and toys, inservice teacher training, and parent education. *Non-Sexist Education for Young Children.* Other materials available.

Women on Words and Images
P.O. Box 2163
Princeton, NJ 08540 (609) 921-8653

Dick and Jane as Victims, review of 17 reading series ($2). *Study of Sex Stereotyping on Prime T. V.* ($2.50). *Doctor, Lawyer, Indian Chief?* Sex stereotypes in career education materials ($1.50).

WomenSports
1600 S. Amphlett Blvd., Suite 266
San Mateo, CA 94402

Revolution in Women's Sports. Action manual for fighting sex discrimination in athletics ($1).

438